

THE EDITOR AND PUBLISHER

AND JOURNALIST

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TRIBUNE'S SHAKE-UP.

G. VERNOR ROGERS SUCCEEDS CONDE HAMLIN IN CHARGE OF THE BUSINESS END.

Wm. C. McCloy, Formerly of Evening Sun, Becomes Managing Editor, Relieving Ogden Mills Reid, Who Retains the Post of Editor—William A. Orr Succeeds George Burdick as City Editor—F. P. A. Starts Column

The expected shake-up and reorganization of the business and editorial staffs of the New York Tribune, indications of which were mentioned in these columns during the past two months, took place on New Year's Day.

G. Vernor Rogers succeeds Conde Hamlin, who has been business manager of the Tribune for the last six years. Mr. Rogers' title will be general manager and he is to have immediate charge of the business department.

Mr. Rogers is not a newspaper man, but has had wide experience, both in the business and advertising fields. He has been for a number of years secretary and a director of the Mitchell Motor Car Co., Racine, Wis., and recently has done considerable work as an efficiency engineer. He is a brother-in-law of Ogden Mills Reid, who now controls the Tribune.

GENERAL MANAGER G. V. ROGERS.

Mr. Rogers has a quiet, unassuming, forceful personality, and is not given to blowing his own horn or indulging in prophecy. He indicates by every movement that he is sure of himself and in quite intimate touch with the problems awaiting his attention, absolutely confident of the large ultimate success of the Tribune property.

Mr. Hamlin tendered his resignation as business manager and secretary of the Tribune Co. soon after the death of Whitelaw Reid, and his connection with the paper ended with the close of the year, at his request. He has no immediate plans except to obtain some desired rest.

William C. McCloy, who recently resigned as general manager of the Evening Sun to become assistant night editor of the Tribune, is advanced to the position of managing editor, relieving Mr. Reid, who has been both managing editor and editor of the Tribune since the death of his father.

Mr. McCloy started work on the New York Evening Sun in 1886, a few months after it was launched, and advanced steadily until he was made general manager of the paper, about a year and a half ago. He joined the Tribune staff last November.

George Burdick, for the past four years city editor, has been placed in charge of the Wall Street department, succeeding M. M. Reynolds. William A. Orr, of the reportorial staff, becomes city editor.

Franklin P. Adams, originator of the "F. P. A. Colyum" on the Mail, will conduct a humor column on the editorial page of the Tribune, under the heading, "The Conning Tower."

Frank J. Pope, make-up-man on the Evening Sun, has become assistant night editor of the Tribune.

Louis E. Heinrichs, who writes Wall Street notes for the Evening Sun, will conduct a similar column on the Tribune.

Arthur R. Ferguson, a reporter on the Tribune for several years, has been advanced to the position of assistant to the city editor.



G. VERNOR ROGERS,
NEW GENERAL MANAGER OF THE NEW YORK TRIBUNE.

N. STRAUS, JR., BUYS PUCK.

Said to Have Paid \$60,000 for Illustrated Comic Weekly.

Nathan Straus, Jr., has purchased Puck, the illustrated comic weekly, from the estates of Joseph Keppler and Adolph Schwarzmann, who founded the publication in 1876. It is understood that something like \$60,000 was paid for the periodical.

The articles of incorporation of a new company, which will publish the paper, have been filed in Albany. The incorporators are Mr. Straus, Max J. Kohler and H. Grant Straus. The capital stock is \$40,000.

Mr. Straus does not contemplate changes in organization or policy. He will be in Palestine this winter, and it is said will not assume active charge until next spring.

Puck was first printed in German. In 1877 it was changed to an English publication. Its principal features are

political and other comic cartoons in colors. Mr. Keppler died in 1894 and Mr. Schwarzmann in 1904. The stock of the company has been owned by their estates. It was rumored last week that the publishers of the Masses, a radical magazine, had bought the Comic Weekly.

Lord Northcliffe to Retire.

The London "Daily Mail, which is owned by Lord Northcliffe, announced on Jan. 1 that he will relinquish some of his responsibilities owing to medical advice regarding his eyesight. He plans to travel abroad until Easter. Alfred Charles William Harnsworth, Baron Northcliffe, is the principal proprietor of many newspapers, scores of weekly and monthly magazines. The principal newspapers are the London Daily Mail, the Evening News, the Times and Observer. He was born in 1865, and was made a baron in 1905. He is married, but has no children. He was a recent visitor to the United States.

AD MANAGERS MEET.

NEWSPAPER REPRESENTATIVES ASSEMBLE IN NEW YORK TO PLAN NEW ORGANIZATION.

Hotel Victoria the Headquarters of Those Interested in the Project—List of Those Who Signified Their Intention of Being Present and Taking Part in the Proceedings.

The first meeting of the proposed organization of the American Newspaper Advertising Managers, plans for which have been pushed very vigorously since the Baltimore convention last June by Frank D. Webb, advertising manager of the Baltimore News, was held in New York at the Hotel Victoria last evening. Owing to the fact that this issue of THE EDITOR AND PUBLISHER went to press Friday afternoon the report of the meeting is omitted until next week.

The object of the meeting was to get the newspaper advertising managers together to talk over plans preliminary to forming a permanent organization. Owing to the fact that quite a number of the advertising managers would be in New York to attend the Automobile Show, F. D. Webb, of the Baltimore News, who has taken great interest in the formation of the new organization, sent a letter to a large number of the representative newspaper advertising managers asking them whether or not they would be in this city during Automobile Show week, and if so, would they attend the proposed meeting. The following advertising men signified their intention of being present:

Hugh Freeman, advertising manager of the Binghamton (N. Y.) Republican-Herald, Binghamton, N. Y.; Rowe Stewart, of the Philadelphia (Pa.) Record; E. R. Hodgkinson, advertising manager of the Philadelphia (Pa.) Public Ledger; Jerome G. Barnum, advertising manager of the Syracuse (N. Y.) Post-Standard; Chas. D. Atkinson, business manager of the Atlanta (Ga.) Journal; J. E. Trower, advertising manager of the Pittsburgh (Pa.) Post; A. B. Churchill, advertising manager of the Syracuse (N. Y.) Herald; W. Frank Dunn, advertising manager of the Chicago Daily Journal; Leroy W. Herron, advertising manager of the Washington (D. C.) Star; John K. Allen, advertising manager of the Christian Science Monitor, Boston, Mass.; Otis Moore, ad manager, Detroit (Mich.) Free Press.

The following wrote Mr. Webb that while they would not be in New York on the date mentioned, they would have a representative present: Allen Potts, business manager of the Times Dispatch, Richmond, Va.; W. R. Fairfield, business manager of the Philadelphia (Pa.) Evening Telegraph; J. Sullivan, special representative, and T. H. Cunliffe, advertising manager of the Montreal Gazette; Charles C. Rosewater, general manager of the Omaha (Neb.) Bee Publishing Co.; M. P. Linn, advertising manager of the St. Louis Republic; W. L. Williams, advertising manager of the St. Paul (Minn.) Dispatch Printing Co.; Ed Flicker, business manager of the Cincinnati (O.) Enquirer; J. Fred Braid, advertising manager of the Seattle (Wash.) Times; Mark Plaisted, advertising manager of the Springfield (Ill.) Illinois State Journal.

The need of such an association as is contemplated has long been felt among the newspaper advertising managers. Mr. Webb and those who are co-operating with him will name an organization committee and then cover the show.

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CHICAGO HAPPENINGS.

E. W. Coolidge Buys Evanston Index—New Year's Eve Entertainment of the Press Club—Women to Hold "Grouch Party"—James McCracken Heads Press Writers—John C. Eastman's Boom Growing.

(Special Correspondence.)
CHICAGO, Dec. 31.—The Evanston Index, for many years the property of John A. Childs, postmaster of Evanston, has been sold to E. W. Coolidge, of Chicago. The Index is the oldest paper published in Evanston, and has advocated Republican doctrines since its establishment. James R. Paul, a former Chicago newspaper man, who has been editor and part owner of the Index for the last several years, will continue as editor. Announcement of the sale put an end to a rumor that the paper would be edited and published by women.

NEW YEAR AT PRESS CLUB.

The Press Club of Chicago, arranged an elaborate program of entertainment for New Year's Eve. Henry Irving Greene wrote a farce-comedy skit to be enacted by club members. The sketch was a unique and seasonable feature of a bill containing Richard Carle, Raymond Hitchcock and other stars. It was an unusual caricature of the "going out of the old year and the coming in of the new." A special bill of fare was also made out for the holiday dinner and the main dining room was thrown open to the dancers after the performance.

The Illinois Women's Press Association arranged to begin the new year with a "grouch party" at the Hotel LaSalle on New Year's night, when all the members of the association were invited to grouch in public, time limit two to five minutes.

At the annual meeting of the Chicago Press Writers' Club last week, the following officers were chosen: President, James McCracken; vice-president, Mrs. J. A. Blakely; secretary-treasurer, Miss Nellie Dearborn; official editor, Charles B. Stillman.

EASTMAN'S SENATORIAL CAMPAIGN.

The Young Men's Democratic Club of the Twenty-second Ward and the Italian Democratic Club of that ward have joined John C. Eastman's campaign for United States Senator. Mr. Eastman is proprietor of the Daily Journal.

The new play, "Help Wanted," by Jack Lait, the dramatic writer and critic, scored a success at the Cort Theater. It has been well spoken of by the dramatic critics of the city.

Alexander F. Campbell, former inspector of police, and for several years connected with the Board of Underwriters of Chicago, died last week, aged sixty-one. Mr. Campbell was born in Pennsylvania. He came to Chicago in 1885 and obtained employment in the office of the old Chicago Times. He was promoted to the position of business manager of that paper, and resigned that position in 1893 to become secretary of the police department.

Orange, N. J., Daily Chronicle Merged.

It was announced by the Orange (N. J.) Chronicle Wednesday night that it had decided to cease publication and merge with the Newark Evening Star, a rival publication. The management said more money could be made by a printing concern than by a newspaper enterprise. The Chronicle was for many years a weekly publication, and became a daily five years ago. It was the official paper of the Oranges for many years.

Sir Hugh Graham to Invade West.

There is a persistent rumor in political and newspaper circles of Ottawa, Ont., that Sir Hugh Graham, president and business manager of the Montreal Star, is endeavoring to buy a chain of newspapers in the Canadian West. The Calgary Albertan is mentioned as one of the newspapers for which he is negotiating.

KING HONORS JOURNALISTS.

Sir Harold Harmsworth Made Baron; Owen Seaman, Knighted.

Sir Harold Harmsworth, younger brother of Lord Northcliffe, is made a Baron, and Owen Seaman, editor of Punch, a Knight, according to the list of New Year's honors published in London Thursday morning.

Sir Harold is largely interested in Liberal newspapers and is proprietor of the Glasgow Daily Record and the Leeds Mercury.

Lord Northcliffe's Daily Mail, in commenting on Sir Harold's elevation to the peerage, presumes that it "is in recognition of his mistaken zeal in the cause of Radical journalism." Lord Northcliffe himself is a Conservative.

Owen Seaman is the second of the directors of Punch to be knighted. Originally a schoolmaster, he joined the staff of Punch in 1897, and became its editor in 1906. He is particularly distinguished for his graceful humorous verse.

HEAVY DEATH ROLL OF 1913.

The death toll of 1913 was heavy. According to the New York World, the following journalists, publishers and writers passed away during the year:

JOURNALISTS AND PUBLISHERS.

Price Collier, magazine writer; fifty-three.

James C. Bayles, technical journalist; sixty-eight.

W. F. Monypenny, one of the directors of the London Times; forty-seven.

Harry Peyton Steger, of Doubleday, Page & Co.; thirty.

Jesse Carmichael, Washington correspondent; thirty-seven.

E. Prentiss Bailey, dean of the newspaper fraternity in New York; seventy-eight.

Gregory T. Humes, writer; thirty-five.

Frank E. Beach, editor; sixty-four.

Charles De Young, of the San Francisco Chronicle; thirty-two.

James Madison Drake, publisher and author; seventy-six.

Liberty E. Holden, newspaper proprietor; eighty.

Col. Charles H. Jones, writer and publisher; sixty-five.

Ike Morgan, illustrator; forty-two.

WRITERS AND AUTHORS.

Cincinnatus H. Miller (Joaquin Miller), poet; seventy-two.

Charles Major, author of "When Knighthood Was in Flower"; fifty-seven.

Anna Warner, novelist; forty-four.

Alice Maud Meadows, novelist.

Alfred Austin, poet laureate of England; seventy-seven.

William Hale White, English author; eighty-four.

Eugene Lemoine Didier, authority on Edgar Allan Poe; seventy-five.

J. Cheever Goodwin, librettist of "Wang"; sixty.

Eliakum Zunzer, Yiddish bard; seventy-seven.

Thomas A. Janvier, author; sixty-four.

Julia Ripley Dorr, novelist; eighty-eight.

Stanley Houghton, author of "Hindle Wakes."

Edmund Day, author of "The Round Up"; forty-five.

William W. Aulick, newspaper writer; forty-one.

Eastman Pleads Not Guilty of Libel.

Max Eastman, editor of the Masses, appeared before Judge Swain in General Session Wednesday and entered a plea of not guilty to the charge of criminal libel brought against him by the Associated Press. An editorial and a cartoon, under the caption "Poisoned At Its Source," which appeared in the July Masses, is alleged to have referred to the associated Press. Mrs. Ida Rauh Eastman, wife of the editor and a lawyer, appeared for her husband. He was paroled in the custody of his wife and later obtained bail of \$500 for his appearance on Jan. 6.

NEW YORK'S TRICENTENARY.

Newspaper Men to Have a Prominent Part in the Celebration.

The official minutes of the New York Commercial Tricentenary Commission have organized for the purpose of arranging a celebration in 1914 of the three hundredth anniversary of the beginning of what is now known as New York State, record the fact that Herman Ridder, owner of the Staats-Zeitung, has been elected a vice-president and chairman of the executive committee. William Berri, owner of the Brooklyn Standard-Union, is chairman of the committee in charge of illuminations, which is charged with the responsibility of arranging for the illumination of public and private buildings, parks and thoroughfares. A. E. MacKinnon, of the circulation department of the New York World, has been made assistant secretary and chairman of the Publicity Committee.

Among the newspaper men who are members of the Commission, are the following: John C. Cook, New York Mail; Herbert L. Bridgman, Brooklyn Standard-Union; W. C. Freeman, New York Globe; Herbert F. Gunnison, Brooklyn Eagle; Frank A. Munsey; William C. Reick, New York Sun, and Henry A. Wise Wood, president of the Autoplate Co. of America.

Relatives at Odds Over Irish World.

The oldest son and the brother of the late Patrick Ford, founder of the Irish World, have gone to court to settle their respective rights in the well-known Home Rule paper. A. Brenden Ford, brother of the famous editor, is fighting to keep in control of the publication, of which he has had the business management for many years. Following the death of Patrick Ford the eldest son, Robert E. Ford, was appointed administrator. On Dec. 17 last the administrator took possession of the books, letters and papers of the office at 27 Barclay street. Claiming an equal interest in the concern, the uncle applied to Justice Benedict for an order directing the nephew to show cause why he should not be restrained from interference with the business of the Irish World. The motion was denied last week by Justice Benedict, who added that "it would have been better for the sons of Patrick Ford to have allowed their aged uncle to continue in control of the paper and to have completed his life work there."

Ask Pardon for Havana Journalist.

The Reporters' Association and the Press Association of Havana have requested President Menocal, of Cuba, to pardon Enrique Maza, a Cuban journalist, who is serving a sentence of two and a half years' imprisonment for assault. Maza, it may be remembered, attacked Hugh S. Gibson at the time Charge d'Affaires of the American Legation at Havana. The release of Maza was also asked for a week ago in a petition addressed to the Cuban President by the women cigarette makers of Havana.

British Papers Urge Fair Exhibit

The London Times, the Chronicle, the Daily News and the Westminster Gazette, the latter three Government newspapers, in their Wednesday issues strongly urged the advisability of British participation at the Panama-Pacific Exposition. The Times published a fifty-four page supplement dealing with the history, the resources and the probable future development of the Pacific Coast States of North America, with special reference to the effects which must follow the opening of the Panama Canal. In its editorial in connection with this publication the Times again gravely warns the British Government of the serious blunder it is making in its refusal to participate in the exposition and urges the reconsideration of its decision.

Have you sent your subscription?

DIRECT REPRESENTATION.

A Number of Changes Recently Made by Leading Newspapers.

The year 1913 closed with many changes in the special agency representation. The action of the Kansas City Star and Times in closing their Eastern and Western offices and putting their managers out in the territory as traveling representatives, working directly from the home office, has been widely commented. The reasons for this change are said to be many; chief among them the desire to eliminate lost motion in advertising, it is said.

Charles Seested, the Eastern representative, said to a representative of THE EDITOR AND PUBLISHER:

"The Kansas City Star and Times have been decidedly successful. I have great respect and admiration for Colonel Nelson and his people. They know their business thoroughly. I am going to give them my hearty co-operation and do all I can to make this plan work out satisfactorily. Orders will be sent direct. Errors and complaints will have to be taken up with the home office. It is, of course, assumed that the traveling representatives of the Star and Times will have more time, under the new arrangement, to spend with the national advertiser and in the development of business. It is undeniable that the man from the home office finds it easier to get an interview with the national advertiser, and his view of local conditions is of value."

OTHER IMPORTANT CHANGES.

Harrison M. Parker, publisher of the Chicago American, was the first of the Hearst publishers to institute a direct representation. When he took charge of the American he placed Joseph F. Kelly, for a long time associated with advertising interests in Philadelphia, in charge of the Western business, and M. A. Bergfeld in charge of the Eastern field. These men represent the Chicago American exclusively.

One of the last acts of Russell R. Whitman, late publisher of the Boston American, was to appoint Montgomery Hallowell exclusive New York representative of the Boston American. Since then W. H. Johnson, the new publisher of the American, has taken charge. Mr. Hallowell has retired and O. C. Wood, formerly of Erickson, has been named to succeed him.

George J. Auer, business manager of the Atlanta Georgian and American, has appointed "Jeff" Palmer general advertising manager, in charge of both Eastern and Western territory. Mr. Palmer's headquarters will be the home office, Atlanta.

The Atlanta Constitution has had the direct representation system for many years. James R. Holliday, the general advertising manager who spends most of his time on the road and in the presence of national advertisers and agents, some time since appointed Hasbrook, Story & Brooks Eastern and Western representatives.

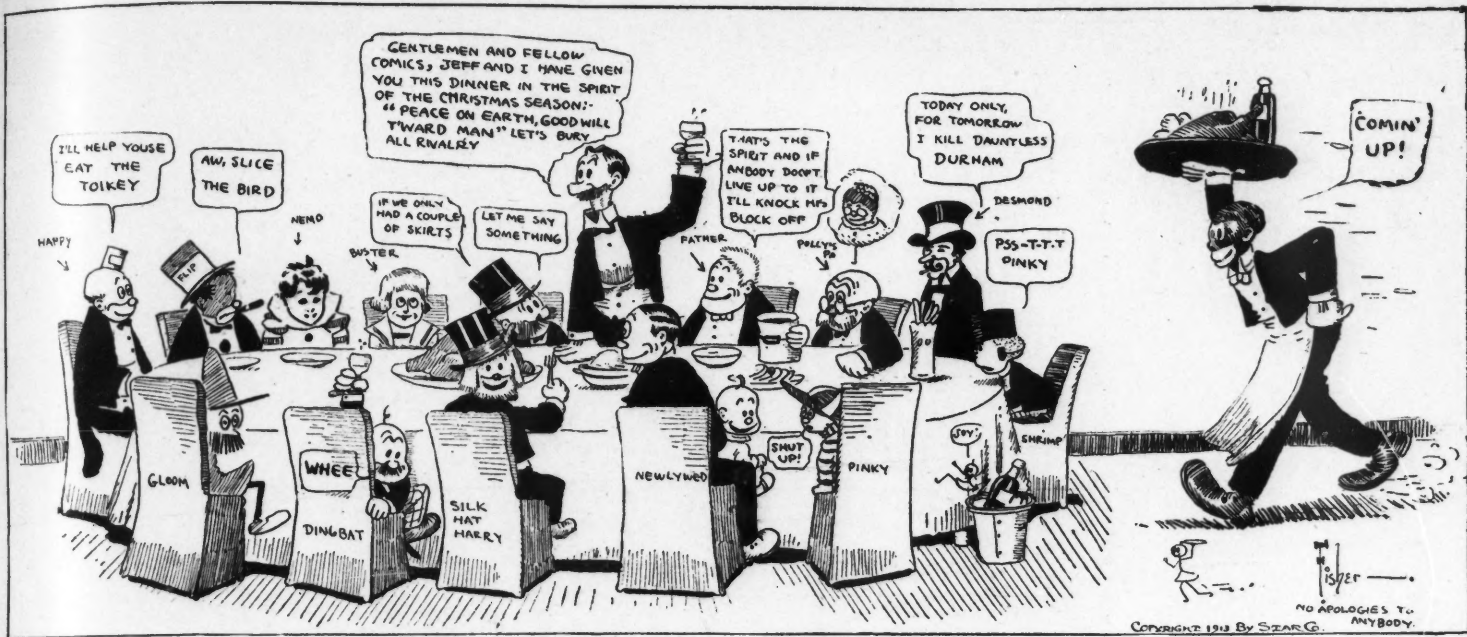
W. N. Callender, Jr., who has had charge in the Eastern field of the foreign advertising of Mr. Hearst's evening newspapers, will hereafter represent the New York Evening Journal.

Prison for Not Respecting Hymn.

A Russian newspaper man named Brushkovsky, who is an amateur detective, and who worked up the case against Mendel Belis, was sentenced in St. Petersburg to imprisonment for one year in a fortress for keeping his seat when the national anthem was being played recently. The charge against him was lese majeste.

Payne & Young's New Papers.

Payne & Young, special newspaper representatives, of New York, Chicago and Boston announce that they have taken over the eastern representation of the Davenport (Iowa) Democrat and the Danville (Ill.) Commercial News, after being away for a year, has returned to the fold and will be represented hereafter by this firm in the west.



MUTT AND JEFF WISH EVERYBODY A MERRY CHRISTMAS—BY "BUD" FISHER.

Courtesy of New York American.

WASHINGTON TOPICS.

Frank B. Lord, Washington correspondent of the Philadelphia Evening Bulletin, was elected president of the National Press Club of Washington at the annual election held last Saturday. J. Fred Essary, the popular chief of the Baltimore Sun Bureau, was elected vice-president. Other officers chosen were: Ashmun N. Brown, treasurer; Donald A. Craig, resident manager of the New York Herald bureau, financial secretary, and Charles C. Hart, of the Spokane Spokesman Review and Chronicle, secretary.

The five members of the board of governors elected were Austin Cunningham, San Antonio Express; Fred A. Emery, Associated Press; W. L. Crouse, Iron Age; Louis Garthe, Baltimore American, and Theodore H. Tiller, of the Washington Times and other Munsey papers. For the sixth place on the board John B. Smallwood, city editor of the Washington Star, and Harry J. Brown, of the Portland Oregonian, received the same number of votes, 106. A special election will have to be held within two weeks to decide who shall fill the position.

MR. LORD'S CAREER.

Frank B. Lord, the new president of the Press Club, is one of the most popular members of the Washington correspondents. He has been identified with newspaper work here since February, 1893, when he began work on the Washington Times. He is a regular contributor to Norman E. Mack's Democratic Monthly, and during the last national campaign was a prominent member of the Democratic organization, having charge of the press headquarters at Chicago.

The National Press Club held one of its most interesting entertainments last New Year's eve, when "Two Years of Vaudeville" was given by the top liners from the performers at the regular theaters here this week.

The members of the National Press Club are looking forward with a great deal of pleasure over occupying the new quarters of the Press Club March 1. W. L. Crouse, who has just been re-elected a member of the board of governors will continue as the chairman of the construction committee and will no doubt give as much satisfaction in arranging the new club rooms as he did the ones now occupied.

Plans are being drawn to give the new club a rock garden which will give one of the best views of Washington obtainable from any building in the city. Nearly \$3,000 of the \$5,000 the club members intend to subscribe for equipment of the new club has been already received.

EAGLE TREATS BROOKLYN.

Gives a Band and Vocal Concert on Borough Hall Steps.

The Daily Eagle gave the people of Brooklyn a delightful treat New Year's eve in the form of a concert, which took place on the steps of Borough Hall. There were several thousand people present. The artists who took part in when the concert started at 11 o'clock this novel entertainment were Miss Phoebe Cary, Leo Helzel, Arthur Clausen and the Arion Singing Society. Instrumental music was furnished by the 23d Regiment Band.

Dr. Newell Dwight Hillis delivered an address after the bells of Borough Hall had rung the old year out and the New Year in. One of the features of the concert was the presence of 100 blind men and women, who were escorted by officers from the Bureau of Charities. The entertainment was a most delightful one, and the Eagle deserves all the praise that was showered upon it by the thousands who enjoyed it.

THE IDEAL NEWSPAPER.

Swiss Journalists Agree on What It Should Not Print.

The delegates of the Association of the Swiss Press, assembled at Soleure, have embodied their conception of the ideal newspaper in a series of detailed resolutions which they have carried unanimously. The newspaper being, in their view, "the sole intellectual provider of the masses," the news editor should carefully exclude:

1. All court news, unless it is of historical importance.
2. All personal gossip.
3. All sensational news, such as reports of suicides.
4. All improbable news.
5. All news circulated in the interest of a party.

A further resolution, consequential to the above, ran as follows:

That the Swiss press, in order that it may conform to these requirements, has the right to rely upon the support of a clear-sighted public, and to expect the public to refuse to read all journals which violate these conditions.

The corollary certainly seems essential to the successful execution of these counsels of perfection.—Westminster Gazette.

Will Fly for \$50,000 Prize.

"Jack" Vilas, an aviator, announced this week that he will attempt to capture this spring the London Daily Mail's \$50,000 prize for the first successful flight across the Atlantic.

FREE PUBLICITY EVIL.

Distinct Progress Made in 1913 in Curbing Its Encroachments.

Lincoln B. Palmer, who has done his best on numerous occasions to find the "nigger in the woodpile" in the free publicity articles sent to the newspapers, takes a hopeful view of the situation in bulletin No. 13,031, dated Dec. 27, issued to members of the organization.

"It is gratifying to learn, from many sources," writes Mr. Palmer, "that the year 1913 marks a low ebb in net results secured by press agents. Unfortunately, he is still with us, but not in such great numbers, nor is he as active as formerly. The difficulty which he has met in securing free advertising has driven him to more painstaking and ingenious methods.

"William Dinwiddie, who seems to have been one of the pioneers in staging facts on which to predicate news items, seems to have sought other fields of endeavor, but he has imitators in that special line as is shown by the publicity work of the Union Pacific Railroad, the Temple of Childhood, the Remington Arms U. M. C. Co., and the Lovell-McConnell Mfg. Co. The Auxiliary Press Service, Parker & Bridge, E. G. Riggs, W. E. Seal and August Wolf are still active, but the general list of press agents is constantly diminishing.

"The leading free publicity seekers among the railroads seem to be the Pennsylvania, New York, New Haven & Hartford, Baltimore & Ohio and the Grand Trunk-Pacific Railways.

"Attention is drawn to the fact that the New York Central lines do not ask for any free publicity whatever. How long they will pursue that course in view of the fact that newspapers give so much space to the railroads mentioned remains to be seen.

"Among the most persistent seekers for free space during 1913 were the following:

"Lovell-McConnell Mfg. Co. (Klaxon Horn), Hotel McAlpin, New York, New Haven & Hartford R. R., Hamburg-American Line, Oyster Growers' & Dealers' Association, U. S. Beet Sugar Industry, Goodyear Tire & Rubber Co., Remington Arms U. M. C. Co., Panama-Pacific International Exposition, Temple of Childhood, Anglo-American Exposition, Edmonton, Alberta, St. Louis, Mo., Albert Frank & Co., Lord & Thomas, Kissel Motor Car Co., Western Newspaper Union, W. E. Seal, Haynes Automobile Co."

GEORGE F. HUNTER, editor and publisher of the News Advertiser of Chillicothe, O., fell dead in that city Wednesday. Death was caused by apoplexy.

CHANGE IN PHOENIX.

The Gazette Absorbs the Democrat Its Only Rival.

On the first page of the Arizona Democrat of Dec. 22 appeared a three column editorial announcing that "With this issue of the Democrat the stock of the company, its business and franchise pass into the control of the Gazette Printing Co. The controlling reason for the sale of the Democrat is that at present Phoenix is not large enough to warrant two evening papers of the same political faith. The Democrat being a staunch supporter of the Democratic principles can cover the field." The editorial is signed by George A. Olney, president, and I. F. Wolpe, secretary, Democrat Publishing Co. This move leaves Phoenix with one morning and one evening paper.

The Arizona Gazette, which took over the property, is in its thirty-third year. It is the oldest paper in the city.

The president and general manager is S. H. Ackers; secretary and treasurer, H. R. Tritle; business manager, A. G. Dulmage. The Gazette claims to have the largest circulation in Arizona. J. P. McKinney & Son are the exclusive foreign representatives, with offices in New York and Chicago.

Editor Must Face Contempt Charge

Michael McCabe, editor of the Haverstraw (N. Y.) Times, is threatened with prosecution of criminal contempt by Justice Tompkins, of the Supreme Court, who is conducting the trial of "Bart" Dunn and others at New City. The Justice was angered by the publication of an editorial in the Times accusing him of "playing politics" in the trial, and said last Monday that he would cite Mr. McCabe to show cause for a contempt charge. The citation will probably be issued by Justice Tompkins, to-day.

Press Honors for Lord Burnham, 80.

On the occasion of his 80th birthday, which occurred last Sunday, Lord Burnham, the "grand old man" of the British press, was presented with an address signed by leading English, American and foreign newspaper men, who assembled at Hall Barn, to honor the veteran journalist. Lord Burnham is still active in his control of the London Daily Telegraph, of which he is chief owner, and his services to the newspaper world were suitably recorded in the address.

SUMNER, Neb.—Charles Furnice has purchased the News.

CLEAN NEWSPAPERS AND THE SCHOOLS.

Miss Laura Dunbar Hagarty, of the New York State Educational Journalists, Tells of Constructive Work Being Done Toward Eliminating Impure Press—Baneful Effect of Yellow Journals on Mind of Child.

By A. C. Haesselbarth.

A fight for clean journalism is a battle for a good cause. Neither writers nor publishers have a moral right, even though they keep within legal limitations to scatter broadcast printed matter which is debasing. Any news story can be told in a way that will not offend good taste. There is absolutely no necessity for giving salacious details. The excuse made by some editors that the readers of their paper demand risqué reading matter fails to justify the editors' attitude. As well might a druggist claim justification for the indiscriminate sale of poisons because they were demanded.

I believe that widespread publicity should be given to the efforts being made by the New York State Educational Journalists to eliminate the yellow journal. And I take off my hat to Miss Laura Dunbar Hagarty, until recently president of the organization named, for the earnest, intelligent work she has done toward making obnoxious all unclean newspapers. Miss Hagarty is one of the faculty of the Teachers' Training School in Buffalo, N. Y., and for a year she has been trying to influence teachers to stand sturdily against an impure press.

EFFECT ON YOUNG PEOPLE.

It was largely due to Miss Hagarty's initiative that recently in Syracuse, N. Y., "The Effect of Clean Journalism upon Our Young People" was the chief topic for a series of discussions at the Section of Educational Journalists of the New York State Teachers' Association, in which several well-known educators took part. At the close of the discussion, Superintendent F. D. Boynton, of Ithaca, N. Y., offered the following resolutions, which were passed unanimously:

"Resolved, That we recognize in the press one of the greatest and most powerful factors in education—an all-powerful teacher of the people; that its duties and responsibilities, moral and intellectual and civic, are those of the teacher; that since the mind reacts to a very large degree in accordance with the material furnished for it to feed upon, it is of the greatest importance to our young people that they be given clean and wholesome food through the agencies of our newspapers and periodicals to the end that the schools, the churches and other uplifting agencies may be aided in their common responsibility of raising the standards of moral, intellectual and civic righteousness."

I have asked Miss Hagarty to tell me some of her views as to clean journalism and its relation to the schools, and she has replied:

RELATION OF SUBJECT.

"Readers of the daily press are already familiar with the affairs of a troubled world, aggravated, or, perhaps, caused, by journalistic misrepresentation. With matters of international moment, however, it was not my purpose, as president of the New York State Educational Journalists, to concern myself, except as an interested observer. Rather is it my work to help people see the relation of this whole subject of clean journalism to the children of this State.

"Neither have I any intention of campaigning against yellow journals. I have a positive good to commend, not a negative evil to condemn. In this connection we shall show the possibilities for good offered by a pure press. When people once use a really desirable newspaper in their homes they will discontinue the reading of the objectionable.

"Obviously the whole problem will be solved when all the people demand a clean sheet—clean editorials, clean news, clean advertising, because owners and editors of newspapers to-day are ready to give the public what it wants.

"Our aim is to bring the parents of this State to a realization of the importance of this subject as it affects their children; to have parents feel toward reading matter as Sir Joshua Reynolds felt toward art when he said 'I look at the best pictures only; a bad one spoils my eye.' When parents reflect upon the fact their children's mental furnishings are partly produced by what they read the necessity for a



MISS LAURA DUNBAR HAGARTY.

State-appointed board of censorship will no longer exist. Parents' refusal to patronize an unclean paper will be a most effectual censor.

NEWSPAPER IN SCHOOL ROOM.

"In the discussion that closed our second annual meeting in Syracuse, Dr. George M. Forbes, of the University of Rochester, advised teachers to become acquainted with a daily newspaper that he said is absolutely clean, one which because of its treatment of matters of world-wide interest is of much value in the school room. Dr. Forbes named the Christian Science Monitor, an international daily paper, published in Boston, as the leading exponent of clean journalism, stating that the daily is not a propagandus of Christian Science.

"We shall have accomplished considerable when every educator of Dr. Forbes' clear vision can say that every newspaper and magazine published in the Empire State is an exponent of absolute purity.

"Our young organization," concludes Miss Hagarty, "is very solidly organized, with Dr. F. D. Boynton, Superintendent of Education, Ithaca, as President, and Charles W. Blessing, of Albany, the editor of American Education, as chairman of the executive committee. We feel that we have already accomplished something in getting our people organized so well, for it is only one year ago that I started this work in connection with our State Teachers' Association. At that time I held an editorial position."

INFLUENCE ON LANGUAGE.

A few days after Miss Hagarty spoke at Syracuse the National Council of English Teachers in Chicago heard a striking lecture that was delivered by Prof. Fred N. Scott, of the University of Michigan, who spoke upon the relative effect that the newspaper is playing in forming ordinary language as compared with that of the Bible.

"That the daily newspaper is the most powerful and the most persuasive influence of our day and nation will, I think, be conceded," said Professor Scott. "It

Have
You
Heard
The News
From
Indianapolis?

The Indianapolis Sun

has forged ahead into **First Place in City Circulation** and offers General Advertisers a **Larger NET PAID City Circulation** than any other Indianapolis newspaper, at 6 cents gross.

J. P. McKinney & Son

General Advertising Representatives

334 Fifth Avenue
NEW YORK

122 So. Michigan Ave.
CHICAGO

is not going too far to say that the aims and ambitions and models of thought and expression of the younger generation are largely moulded by its contents.

"It is the newspaper which now sinks into the lives of our young people, and, filling their minds with its phrases and its pictures, shapes their characters and supplies the motives for their conduct. We should require that our daily visitor be not only courteous and truthful; we should require him to be of a clean and wholesome mind."

ATTACKS MAGAZINE MAKE-UP.

Prof. Munsterberg Declares Mixing of Reading Matter and Ads an Esthetic Sin.

That the mixing of reading matter and advertisements on the same pages of magazines tends to destroy any desire for culture among the readers and hurts a mind of fine esthetic sensitiveness, was the declaration of Prof. Hugo Munsterberg, the Harvard psychologist, in an address before the Pilgrim Publicity Association, Boston, recently.

Professor Munsterberg told the several hundred advertising men present that they are too little aware how much

their advertisement questions are really problems of highest social and cultural significance. The recent innovation of many of the weekly and monthly magazines was cited by Dr. Munsterberg as being one of the most damaging of advertising schemes.

"The one great need of the land," he said, "is a systematic cultivation of this esthetic spirit of unity. Seen from this point of view the new fashion in the makeup of the periodical literature is a barbaric and inexcusable interference with the process of esthetic education.

"A page on which advertisements and reading matter are mixed is a mess which irritates and hurts a mind of fine esthetic sensitiveness and which in the uncultivated mind must ruin any budding desire for subtler harmony. The mind is tossed up and down, is turned hither and thither, following a column of text, while the advertisements are pushing in from both sides.

Professor Munsterberg declared that experiments which he made in his psychological laboratory showed that not only is this magazine advertising plan an "esthetic sin, but also an economic blunder."

The Surprise (Neb.) Herald has suspended publication.

One Year's Record

One year ago The Tacoma Tribune was purchased and the active management assumed by Frank S. Baker, of the Cleveland Plain Dealer, former publisher of the Boston Traveler.

It was then an 8-page daily and a 24-page Sunday paper with a circulation of less than 9,000. On January 1st the circulation of the Sunday Tribune was 17,000, and the daily Tribune over 15,000. The Tribune has gone from 8 pages daily to a 12 and 16-page paper for the day and a 52-page Sunday paper.

The Tribune covers the rich and growing territory of southwest Washington more completely than any other paper.

The Tacoma Tribune

The fastest growing paper in the Pacific northwest

1913—Greatest Year—1913

OF THE



Advertising

Year.	Columns of Advertising.
1913	35,096½
1912	35,078¼
1911	32,778
1910	30,700½
1909	27,758¾

Circulation

Year.	Net Sales, Week- Day Morning Edition Average for December.	Net Sales of the Sunday Edition, Average for December.
1913	289,368 <small>Per Day</small>	786,577 <small>Per Day</small>
1912	257,906 “	749,160 “
1911	240,547 “	697,350 “
1910	239,623 “	616,026 “
1909	217,650 “	606,348 “

“The Greatest Quantity of Quality Circulation”

A GIFT of \$10,000

The New York American in 1913 made a **GREATER GAIN** in Circulation than **ALL** the other Morning and Sunday newspapers in New York **COMBINED**.

This is true of the week-day Morning American and of the Sunday American, either separately or combined.

The **NEW YORK AMERICAN** hereby invites a test of this statement by anyone who may be concerned, and it will pay **TEN THOUSAND DOLLARS (\$10,000.00)** to any charity designated by the Mayor of New York if, upon test, the statement is not found to be strictly true.

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New Jersey Weekly

In high-class growing town; good equipment, including type-setting machine. \$6,000.00 cash required, balance deferred on favorable terms.

HARWELL, CANNON & McCARTHY

Brokers in Newspaper and Magazine Properties

Phone 4478 Gramercy—200 FIFTH AVE., NEW YORK

We can increase your business—if you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

60 and 62 Warren Street, New York City
Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

We furnish everything that looks like a press clipping from all over the world.

The motto written on our banner is—RESULTS COUNT.

218 WEST 42nd STREET - NEW YORK

HENRY A. WISE WOOD

BENJAMIN WOOD INC.

Newspaper Engineers

SPECIALISTS IN THE DESIGN, CONSTRUCTION AND ORGANIZATION OF NEWS-PAPER PLANTS

Professional services of the highest order rendered in the following matters: Construction or Reconstruction of Plants; Improvement of Departmental Efficiency; Examination of Materials; Ascertainment of Manufacturing Costs; Betterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. *Brochure sent on request.*

1 Madison Avenue, New York City, U. S. A.

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.

Every pound guaranteed.

F. E. OKIE CO.

PHILADELPHIA, PA.

PROTEST WARD & GOW AD DEAL

Magazine Publishers and Newsmen May Hold Up \$14,000,000 Subway and "L" Contract.

The contract for advertising and vending on the elevated and subway lines of the Interborough Rapid Transit Co. was awarded this week to Ward & Gow for fifteen years. Protests have been filed with the Public Service Commission by magazine and periodical publishers, charging that the firm assesses the publishers too heavily for the newsstand privileges and advertising.

It is reported that the transit company will receive close to \$1,000,000 a year for the privilege. At present the advertising firm pays about \$500,000 a year for the control of the ad space and newsstands on the elevated and in the subway. The total during the entire life of the new contract would amount to about \$14,000,000.

Dissatisfaction with the Ward & Gow policy is expressed by a number of prominent magazine publishers who have written to the Public Service Commission recounting their grievances. Among those who have protested against the contract are the Leslie-Judge Co., the Motion Picture Story Magazine, the Outlook Co., the Curtis Publishing Co., representing the Ladies' Home Journal, the Saturday Evening Post and the Country Gentleman; the Phelps Publishing Co., of Springfield, Mass., owning Farm and Home; the Periodical Publishers' Association of America, Ainslie's Magazine, the Popular Magazine, Smith's Magazine and the People's Magazine; the American Magazine, McCall's Magazine and the Theatre Magazine.

The independent newsdealers of the city have been aroused against the contract. They regard it as an attempt to render nugatory all their efforts to acquire a chance to compete for the right to sell newspapers and magazines in the new subways. W. Merican, president of the New York Newsdealers' Association, has written to Chairman McCall to ask that a hearing be granted to his association.

CHANGES IN INTEREST.

MADISONVILLE, Tex.—W. L. Turner, for four years editor and publisher of the Meteor, has sold the paper to Judge W. W. Sharp, who re-enters the journalistic field after an absence of twenty years.

WALTHAM, Miss.—The Progress-Warden, the only newspaper in Webster County, has changed hands. M. W. Sharp, the proprietor and editor for twelve years, has sold out the entire plant and good will to P. E. Williams, of Corinth, Miss., who takes charge this week.

PARIS, Tenn.—John McMeloan and George Bingham have bought the Hazel News from C. A. Singleton, its publisher. The Peryear Gazette has ceased publication and been merged with the News. The Hogwallow Kentuckian, a publication having readers in all the States of the Union, owned by George Bingham and published at Mayfield, Ky., will be moved to Hazel in the immediate future, where it will be issued in the office of the News.

NORTH MANCHESTER, Ind.—Miss Ad-da Hopkins, who has been actively managing the Journal for several months, has disposed of the controlling interest in the publication to Walter H. Ball, Thomas Krisher and Rex Hidy. Miss Hopkins still retains a block of stock, but retires from the management of the paper.

FOLEY, Minn.—The Independent-Tribune Co., a new concern recently incorporated, with \$10,000 capital, has taken over the Independent and the Tribune. They will be issued as one paper. E. W. Nyman, editor of the Independent, has been elected president of the new company.

MORGAN CITY, La.—The Town Progress, a weekly newspaper and official organ of Berwick, has been sold by H. L. Young to a stock company at Paradise, La., where it will be published.

Editors Held as Inciters of Riot.

The owners, editors and employes of the Tyomies, a Socialist daily newspaper published at Hancock, Mich., were arrested Saturday and the plant seized by county officers. The paper is the spokesman or the Western Federation of Miners among the Finnish strikers in the copper fields, and had charged the Citizens Alliance and deputy sheriffs with responsibility for the panic which cost seventy-two persons their lives in the Italian Hall at Calumet on Christmas Eve. Its staff of twenty men are charged with conspiring to print false statements calculated to cause riots.

Elliott Fractures Knee Cap in Fall.

John Elliott, Albany correspondent and political writer of the Brooklyn Daily Times, slipped on a piece of ice and fell at the corner of Kingston avenue and Fulton street, Brooklyn, last Saturday, fracturing a knee cap. Despite the fact that he was suffering from intense agony, he hobbled to his home, about eight blocks away, rather than alarm his wife by going direct to a hospital. After obtaining temporary relief from a physician, he was taken to a local hospital, where he underwent an operation. He will probably be laid up for at least two months.

Free Instruction in Proofreading.

The Board of Education of New York offers a free course of evening instruction to compositors, linotype and monotype operators and proofreaders at Stuyvesant Trade School, Fifteenth street, near First avenue. The second term begins Jan. 5 and is in charge of Arnold Levitas, a member of Big Six. The course consists of lectures and practical work and includes such subjects as proofreaders' marks, punctuation, orthography, galley reading, ad reading, page reading, proof criticism and preparation of manuscript.

Suspends Freight Rate Increase.

The Interstate Commerce Commission at Washington has suspended increases, averaging 12 cents a hundred pounds in freight rates on pulp wood in carloads from Mississippi shipping points to Baltimore, Philadelphia and Eastern destinations. The suspension will hold until April 17, during which period an investigation will be made of freight conditions.

Newspaper Men at the Biltmore.

A large number of newspaper men attended the opening of the magnificent new hotel, the Biltmore, on Tuesday evening. Among them were Adolph S. Ochs, William Berri, Charles S. Lord, Don Seitz, Louis Wiley, Conde Hamlin, Charles W. Price, J. E. Hardenberg, Frank LeRoy Blanchard, C. A. Cawthra, George H. Stewart, John A. Sleichner and F. L. E. Gauss. Don C. Seitz, of the World, was one of the speakers.

Joliet Prisoners Issue New Paper.

The Prison Post, a new monthly, written and edited by convicts in the Illinois State Penitentiary at Joliet, Ill., made its first appearance Dec. 24. Warden Allen desired to have the paper printed inside the institution, but it was found there was not one printer among the 1,500 prisoners. The editor is Peter Van Vlissinger, of Chicago, under sentence for forgery.

The New York Evening Post has raised its mail subscription price from \$9 to \$10 a year.

Attractive EMERGENCY MATS all sizes

Mats are made up to permit cutting in various sizes. Price attractively low. Send for Proofs.

World Color Printing Company
ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

USE UNITED PRESS FOR Afternoon Papers

General Offices, World Bldg., New York

Metropolitan Press Exchange

MAIN OFFICE:
1127 World Bldg. 'Phone, 2745 Beekman.
OPERATIVE OFFICE:
153-155 E. 18th St. 'Phone, 2499 Gramercy
TELEGRAPHIC NEWS BY LEASED WIRE OR QUERY SERVICE.
AMERICA'S MOST EXCLUSIVE WEEKLY CABLE LETTER, covering European news, compiled by noted authors.
Our WEEKLY SPORTING LETTER meets your every requirement.

Write for prices, detailing your wants.

W. G. MAYFIELD, Manager

"THE WOMAN THOU GAVEST ME"

By Hall Caine

Also other high-class serial stories. For prices and details address

INTERNATIONAL NEWS SERVICE
200 William Street :: New York City

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.
CENTRAL PRESS ASSOCIATION, Cleveland

BARBARA BOYD'S NEW SERIES

Little Discussions of Love and Marriage

BEGINS JANUARY FIFTH

The International Syndicate - Baltimore, Md.

First Quarterly Report—

THIRD QUARTER, 1913

ALONG THE ROW.

— THE —

“Gilt Edge Newspapers”

(Not Incorporated)

A GROUP OF LEADING MEDIUMS WHICH “SELL ADVERTISING AS A COMMODITY.”

Each of these newspapers plainly states its circulation and has signed agreement providing for quarterly reports with permission to audit and verify its claims by any body of Advertisers recognized by the Gilt Edge Newspapers as an organization.

This first quarterly report is sent out for the purpose of showing advertisers which newspapers in the country wish to be lined up with those standing for circulation verification and has been prepared before certain of the members have had time to furnish circulation data in the form required. In cases where blank lines are shown, the newspaper has joined within a very few days and has not had time to furnish the information we demand. Subsequent issues will be complete or the name of the newspaper omitted.

Every circulation figure below will be proved on request.

	Population.	CIRCULATION DATA.				ADVERTISING RATES.									
		Average for year Sept. 30.	Average for July.	Average for August.	Average for Sept.	Percentage.	Width of Col.	Length of Col.	Per 1,000 Line Lines	Per Inch.	Per 100 Inches.				
Albany (N. Y.) Times-Union.....	E 100,253	42,810	41,623	40,155	46,642	60	40	8	12½	308	6	6	84	84	
Alliance (Ohio) Review.....	E 15,083	4,953	5,053	5,020	4,090	60	40	7	13	280	—	—	21-26	—	
Alliance (Ohio) Review.....	S-W 3,428	3,163	3,176	3,187	—	100	7	13	280	—	—	—	21-26	—	
Alpena (Mich.) News.....	E 12,700	2,181	2,124	2,205	2,215	86	14	7	13	280	—	—	10-15	10-15	
Amsterdam (N. Y.) Recorder & Democrat.....	E 31,267	4,106	4,018	4,028	4,095	83	17	7	13	305	—	—	50	25	
Anaconda (Mont.) Standard.....	M 10,134	—	—	—	—	75	25	7	13	278	4	4	—	—	
Anaconda (Mont.) Standard.....	S 10,134	—	—	—	—	75	25	7	13	278	4½	4½	—	—	
Asbury Park (N. J.) Press.....	E 10,150	6,190	6,313	6,575	6,420	—	7	13	294	—	—	—	25-30	25-30	
Aurora (Ill.) Beacon-News.....	E 35,000	14,259	14,228	14,171	14,320	51	49	7	13	294	2½	2½	—	—	
Beaumont (Texas) Enterprise.....	M 20,640	11,618	12,270	11,798	11,549	32	68	7	13	280	6	5	—	—	
Beaumont (Texas) Enterprise.....	S 20,640	11,618	12,270	11,798	11,549	32	68	7	13	280	6	5	—	—	
Beaver (Pa.) Times.....	E 25,623	—	3,775	3,710	3,991	90	10	7	13	280	—	—	15-18	—	
Belleville (Ont.) Intelligencer.....	E 10,000	1,990	2,232	2,214	2,204	63	37	7	13	287	—	—	35	14	
Beloit (Wis.) News.....	E 15,125	4,610	4,713	4,860	4,774	68	32	7	13	287	—	—	15-20	15-20	
Berlin (Ont.) News-Record.....	E 18,338	—	—	—	—	88	12	7	13	294	—	—	28-31	—	
Binghamton (N. Y.) Press and Leader.....	E 48,443	24,325	24,508	24,312	24,579	53	47	7	13	294	10	6½	—	—	
Birmingham (Ala.) News.....	E 180,000	—	34,269	35,114	36,488	70	30	7	13	308	8	8	1.12	1.12	
Birmingham (Ala.) News.....	S 180,000	—	33,853	33,823	35,229	70	30	7	13	308	8	8	1.12	1.12	
Bloomington (Ill.) Pantagraph.....	M 25,768	15,446	15,311	15,304	15,486	40	60	7	13	294	3	3	—	—	
Bridgeton (N. J.) News.....	E 14,209	—	4,796	4,805	4,818	60	40	7	13	287	—	—	35	20	
Burlington (Iowa) Hawk-Eye.....	M 27,000	—	9,061	9,137	8,924	30	70	7	13	297½	2½	2½	—	—	
Burlington (Iowa) Hawk-Eye.....	S 27,000	—	10,120	10,115	10,172	30	70	7	13	297½	2½	2½	—	—	
Butte (Mont.) Miner.....	M 39,165	8,435	8,804	8,915	8,733	68	32	7	13	280	—	—	1.00	50	
Butte (Mont.) Miner.....	S 39,165	13,791	14,003	13,961	13,985	68	32	7	13	280	—	—	1.00	57	
Cairo (Ill.) Citizen.....	E 14,548	2,663	2,450	2,530	2,465	63	37	7	13	280	1½	—	21	12	
Calgary (Alta.) Herald.....	E 43,704	—	19,844	19,735	20,380	57	43	8	13	305	5	5	70	70	
Cambridge (Ohio) Jeffersonian.....	E 15,000	5,825	5,890	5,779	5,850	—	7	13	276	—	—	—	22	18	
Canton (Ill.) Register.....	E 10,453	5,651	5,562	5,301	5,266	38	62	7	13	294	—	—	28	21	
Carlisle (Pa.) Herald.....	E 10,303	—	2,280	2,286	2,295	45	55	6	13	280	—	—	11	—	
Centralia (Ill.) Sentinel.....	E 12,250	2,738	2,828	2,766	2,722	70	30	7	13	290	—	—	11-16	—	
Charlotte (N. C.) Observer.....	M 48,500	10,188	9,967	10,065	10,043	30	70	7	13	294	7	5½	—	—	
Charlotte (N. C.) Observer.....	S 48,500	14,210	14,025	14,090	14,338	30	70	7	13	294	7	5½	—	—	
Charlottetown (P. E. I.) Guardian.....	M 14,000	3,5	3,413	3,423	3,497	60	40	7	13	287	3	1½	42	14	
Charlottetown (P. E. I.) Guardian.....	E 14,000	2,633	2,503	2,516	2,601	25	75	7	13	287	3	1½	42	14	
Charlottetown (P. E. I.) Guardian.....	W 14,000	3,898	3,720	3,787	3,879	58	42	7	13	287	3	1½	42	14	
Clinton (Ill.) Journal.....	M 6,165	1,911	1,842	1,915	1,995	40	60	7	13	274	—	—	10-15	—	
Concordia (Kan.) Blade.....	E 5,103	1,507	1,507	1,507	1,507	50	50	7	13	308	3	1	10-15	10-15	
Concordia (Kan.) Empire.....	W 5,103	1,525	1,525	1,525	1,525	50	50	6	13	280	3	1	10-15	10-15	
Connellsville (Pa.) Courier.....	E 12,845	6,668	6,604	6,621	6,590	45	55	7	13	283½	—	—	30	—	
Crawfordsville (Ind.) Journal.....	E 9,371	—	—	—	—	—	—	—	—	—	—	—	—	—	
Coshocton (Ohio) Tribune.....	M 11,000	—	3,869	3,824	3,892	35	65	7	13	282	—	—	12½	12½	
Danville (Ill.) Commercial-News.....	E 27,871	12,595	12,483	12,529	12,485	42	58	7	13	280	—	—	25	25	
Davenport (Iowa) Times.....	E 45,000	22,168	22,552	22,691	22,778	47	53	7	18	280	3½	3½	—	—	
Dayton (Ohio) News.....	E 116,577	30,736	30,311	30,074	30,089	65	35	7	13	203	4½	4½	—	—	
De Kalb (Ill.) Chronicle.....	E 8,102	2,315	2,492	2,360	2,346	40	60	7	13	287	—	—	10	10	
Delaware (Ohio) Gazette.....	E 10,000	1,713	1,749	1,759	1,787	80	20	7	13	274	—	—	10	5	
Des Moines (Iowa) Capital.....	E 86,368	—	—	—	—	35	65	7	13	305	6	6	—	—	
Dubuque (Iowa) Times-Journal.....	M 38,494	11,396	11,366	11,524	11,692	42	58	7	13	280	3½	3	50	42	
Dubuque (Iowa) Times-Journal.....	E 38,494	—	—	—	—	—	—	—	—	—	—	—	—	—	

PLAYING TO LUCK.
First Reporter—Deacon Terry once got a good story by being mistaken for a priest.

Second Reporter—That's nothing. I was once mistaken for a policeman, and got a beat.

NOT PROPER.
It is not proper to refer to the hustlers who do the rewriting as second-story men.

IN THE CITY ROOM.
She walked modestly up to the City Editor, who held her card in his hand, and when he motioned her to a seat, she said: "I think I have a talent for newspaper work, and I would like to become a reporter."

She was a fair young thing, and he smiled and said, "Indeed?"

"Yes," she replied, "now what would you advise me to do first?"

And as the words of a dispute between the Sporting Editor and the foreman of the composing room concerning a mistake in the report of a football game reached him, the City Desk answered: "Buy a pair of ear muffs."

OBEYING ORDERS.
"Try," said the City Editor to the cub, whom he had assigned to cover the suburbs of the Bronx, "try and get stories with points in them." And that night the cub turned in the following: "A cow belonging to John Hardy, was struck by an automobile yesterday and thrown on a picket fence."

GIVES EXTRA JOY.
I love to watch the big Hoe press
I love to hear it roar—
To see it stack the papers up
And keep tabs on the score.
Oh! mighty, throbbing, power press,
You're music to my ears,
When in the papers you run off
Some stuff of mine appears.

HEARD IN CITY HALL SQUARE.
Nutt—I wish I owned a paper, so that I could spread my views before the public.
Friend—What's the matter with waiting for a chance to get next to Ben Franklin?

THREE AGATE LINES.
Coffee pots, stew pans and kettles.

FROM THE SKINNERSVILLE SIGNAL.
Don't send us any ties for Christmas. We've been getting things in the neck right along. One subscription in our stocking beats a four-in-hand on a tree.

DEFINED.
Harry Kemble, newspaper man and artist, was once asked by a non-professional friend the following question: "What is space? You reporters are always talking about it. What is it?" "Space," answered Harry softly, "is that long and sad period between pay days—and refreshments."

SIZED UP.
"He's a good writer," said the managing editor, speaking of one of the staff; "but he lacks judgment. He's the sort of a person who would start a Home Rule in Ulster and give away green silk flags as premiums."

FULL OF QUEER CHARACTERS.
The serial story entitled "Proceedings of the Board of Aldermen," is still running in the City Record.

WHY NOT?
If the early morning editions of the English speaking papers are called "Bull Dogs"—might not the same editions of the German papers be called "Dachshunds," and the French papers "Poodles?"

ALWAYS BUSY.
And will the advertising man take a rest after Christmas? Oh, no—he will go after the white sales ads.

TOM W. JACKSON.

BOURNE NEWSPAPER LAW.

O'Laughlin Contributes Notable Series to Chicago Tribune.

John Callan O'Laughlin, the Washington correspondent of the Chicago Tribune, is contributing to his paper a series of articles on the Bourne Newspaper Law. The articles treat in an interesting manner of a subject which is of value and importance to the publishers all over the country.

The first article, which appeared on the front page of the Tribune Sunday, December 28, states that "Honest newspaper publishers have nothing to fear from this new statute," "Bourne Law aids good journalism; requires honesty," "Aims to prevent frauds," "Holds both advertisers and public have right to know exact extent of service"; "Strict enforcement is needed," are some of the headlines on this article.

The second article emphasizes the need for reform and the importance of vigorous enforcement of the law. Every newspaper man should read this series.

ENGLAND'S LOW SALARIES.

Reporters and Editors Poorly Paid in the Large Cities.

Robert Donald, editor of the London Daily Chronicle, and president of the Institute of Journalists, recently contributed a paper on "The Status and Future of Journalists" to a district meeting of that body recently held in Glasgow, which contained some interesting information.

He called special attention to the low salaries paid by Great Britain newspapers. In a town having a population of 120,000 experienced reporters received only \$7.50 a week, while linotype operators were paid \$13. In a manufacturing city of 360,000 people, one daily paper paid its reporters \$7.50 a week. In a city of 250,000 an important paper spend only \$38 a week on four sub-editors. Telegraph editors, on the other hand, earned \$14 a week.

Mr. Donald, in discussing the causes of underpay, said that there were many reporters and correspondents who should not be in journalism at all. Another cause of low wages was the difficulty experienced by many of the provisional papers in making both ends meet. Mr. Donald did not believe that any improvement in salaries could be expected until a recognized test was imposed to qualify candidates for admission as members of a professional organization and thus keep out the unfit and incompetent. Membership in the Institute of Journalists, he said, was no indication of capacity.

The Chronicle's editor advocated the establishing in London of a central branch, composed of eminent journalists, with various local branch centers, which should meet once a month, and subject the journalism candidates to a personal test, a viva voce test that would demonstrate their suitability or unsuitability for the business.

The practical work might include a test in shorthand, which, although not essential, was desirable; in ability to write English for newspaper purposes, and in sub-editing and reporting. The "personal impression" side would be an inevitable part of the test, which would also sound the aspirant as to his knowledge of public affairs. Some practical work could be included. The candidate who passed would qualify for membership of the Institute or the Union, or a body representing both, which would grant the new member a certificate that would be recognized by editors.

Big Five and Ten Cent Store Ad.

De Moines (Iowa) News on Dec. 17 carried a twelve column advertisement for the S. S. Kresge Co., a concern that operates five and ten cent stores throughout the country. E. S. Fentress, business manager of the News, states that so far as he knows this is the largest advertisement ever run by a five and ten cent store and the results have been phenomenal.

The "Gilt Edge Newspapers" (Not Incorporated)

Table with columns for Circulation Data (Population, Average for year, Average for July, Average for August, Average for Sept.) and Advertising Rates (Percentage, Width of Col., Length of Col., Per Line, 1,000 Lines, Per Inch, 100 Lines). Rows list various newspapers like Dubuque (Iowa) Times-Journal, Elgin (Ill.) Courier, etc.

(Continued on next page.)

The "Gilt Edge Newspapers"

(Not Incorporated)

Table with columns: Population, Average for year, Average for Sept. 30, Average for July, Average for August, Average for Sept., Percentage, Width Col., Length of Col., Advertising Rates (Per Line, Per Inch, 100 Inches).

LESS NEWS PRINT PAPER.

Western Mills Follow International Company in Curtailing Output.

Western manufacturers of news print paper have decided to reduce materially their production in the mills of Wisconsin, Michigan and Minnesota during 1914.

1914 World Almanac at Its Best.

Comprehensive, but compact, more elaborate this year than ever before, yet remarkable for the ease with which any desired fact of figure can be found, the 1914 edition of the World Almanac comes to us as a most welcome, and beyond doubt, an indispensable member of our library.

Condé Nast to Revive Vanity Fair.

Vanity Fair, a monthly, recently purchased by Condé Nast, editor of Vogue, will soon appear with renewed life. It will be edited by Frank W. Crowninshield, at present serving as art director of the Century Magazine.

NEW PUBLICATIONS.

ROME, Ga.—R. I. E. Dunn and James Bellflower, two Atlanta newspaper men, will launch a newspaper the first week of the new year. MONTREAL, Can.—L'Autorite has been chosen as the title of a new French paper that makes its first appearance this week.

E—Evening. M—Morning. S—Sunday. W—Weekly.

AA—Change system; no records for year. BB—Records destroyed by fire.

NOTE.—In advertising where two prices are quoted first means for electrotypes and second for composition.

The annual dinner of the New York Times Association will take place in the Hotel Knickerbocker Jan. 25.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

Entered as second class mail matter in the
New York Post Office

By THE EDITOR AND PUBLISHER CO., World Building, New
York City. Telephone, 4880 Beckman. Issued every Saturday.
Subscription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



THE JOURNALIST, Established 1884; THE EDITOR AND PUBLISHER, 1901, JAMES WRIGHT BROWN, Publisher; FRANK LeROY BLANCHARD, Editor; GEORGE P. LEFFLER, Business Manager.

New York, Saturday, January, 3, 1914

Loyalty to a newspaper, as we understand it, means nothing more than a continuous belief in its honesty and good intentions—a general readiness to ascribe its occasional mistakes to something else than malice or corruption—a decent appreciation of journalistic conditions and the many and great difficulties in the way of producing a perfect newspaper. This is all that any paper should, or, as a matter of fact, does, demand, and even so much must be earned, not once, but every day.—New York Times.

AN ANTIDOTE FOR PESSIMISM.

It does one's heart good to read over the statistics presented in a bulletin issued this week by the Department of Agriculture. If there is anyone who thinks the country is going to the dogs he ought to go into a quiet room somewhere and sit down and let the information it contains slowly permeate the intricate chambers of his brain. When he gets through reading it, he will, if he is honest, feel like going out and spending real money.

According to the Secretary of Agriculture the value of farm products for 1913 reaches the incomprehensible sum of \$9,750,000,000. Of this amount \$6,100,000,000 represents the value of all the crops and \$3,650,000,000 the farm value of animals sold and slaughtered and of animal products. The net farm income is \$4,074,027,499, which, you will admit, is a tidy little sum to tuck away in stockings and other receptacles for savings.

What do you suppose is going to become of this four billion dollars? Some of it will be spent in better equipment for the farms, some for more land, some for luxuries—pianos, automobiles, pictures and decorations, some for the necessities of every-day existence, some for travel at home and abroad and some for a more liberal education of sons and daughters.

The farmers who possess this wealth are to-day the greatest body of purchasers to which the general advertiser can appeal. They have more money and more needs than any other class in our population. They have shown themselves to be wonderfully progressive. They are not satisfied with weeklies and monthlies, but insist on having the dailies. Therefore in order to reach them the general advertiser must use the newspapers. Enterprising business concerns that are alert and anxious to sell their goods to the farmers will, during 1914, do a tremendous amount of advertising. Indeed, it seems almost a certainty that it will prove a banner year.

Does this look as though 1914 is going to be a "lean" year? Or that we need worry about the country's future? Or that manufacturing establishments will have to close down for lack of business? Or that less advertising is to be done than in 1913, or that the circulation of newspapers are to shrink as if touched with alum? The man who says "yes" must either be stone blind or a chronic dyspeptic

whose digestive apparatus is thrown into convulsions by a glass of water.

Cheer up ye despondents, ye croakers, and ye prophets of evil. The new currency law will within the next few months loosen the tight grip with which the banks have held their money during the past two years. With more money available for carrying on business, for building railroads, for enlarging manufacturing industries, for the opening up of new markets, for the establishing of new and important enterprises, we are certain to enter upon an era of healthy commercial prosperity such as the country has never before experienced. Are you ready for it?

SALARIES HERE AND ABROAD.

Elsewhere may be found some interesting facts regarding the salaries paid reporters and editors on the newspapers of Great Britain. From these it appears that first-class reporters in the large cities receive, on an average, \$7.50 a week, and sub-editors about \$10.

Robert Donald, editor of the London Chronicle, from whose paper, read before the Glasgow meeting of the Institute of Journalists, the above statements are taken, sees no possibility of an increase in salaries until the incompetents are driven out of the ranks of newspaper men. His plan for accomplishing this end is to establish a central board in London, with branches in various parts of the Empire, which shall examine and pass upon the qualifications of all who are candidates for journalistic honors. By this means persons without the proper equipment will be barred from employment in all newspaper offices.

Although salaries on American newspapers average from two to three times higher than they are abroad, they are not as high as the rank and file of workers think they ought to be. It must be remembered, however, that the salaries paid in nearly all lines of occupation are lower in Europe than they are here. The reasons for this are, first, the lower cost of living, and, second, the abundant supply of labor of all kinds.

The number of educated men living upon fixed incomes is greater in England than in any other country. No career appeals so strongly to a majority of them than that of a journalist. The Englishman of to-day is more anxious to be doing something than were his ancestors. To be in trade is not quite as abhorrent as formerly. Lords and dukes now engage in business without fear of losing caste among other aristocrats.

The number of young Englishmen who are trying to break into journalism is really quite alarming. Many of them are the sons of wealthy fathers, and therefore do not attach much importance to the amount of the salaries they receive. In fact, a considerable portion of them would be perfectly willing to work on the newspapers for nothing. Journalists of this type help to keep down salaries. How is the poor young Oxford graduate to compete with such fellows? Seven dollars and a half a week won't go very far toward supporting a family, if the reporter happens to have one.

While journalism in the United States does not suffer from an invasion of young men with independent incomes it does suffer, in the metropolitan cities at least, from a horde of scribblers who, while perhaps able to write grammatically, are in no other way qualified to become journalists. Every newspaper in New York is besieged by young men from the colleges who want to get positions on the staff. Those who succeed in landing are paid from \$12 to \$15 at the start as cub reporters. Not more than twenty per cent. satisfactorily stand the tests to which they are subjected; the others are dropped. At the end of six months or a year the salaries of those who remain are increased \$5 a week. About the middle of the second year they are earning \$25 a week.

The amount of money spent by the newspapers in trying out reporters and editors is considerable, and the most of it is thrown away. If this could be

saved publishers could afford to pay better salaries to those who remain.

If a plan similar to that suggested by Mr. Donald could be adopted in this country, the average standard of ability would be much higher than it is at present. No doubt the work being done by the colleges and schools of journalism will in the near future have a marked beneficial effect upon the entire newspaper personnel. With a general improvement in the rank and file of the workers salaries are pretty sure to be boosted.

EDITORIAL COMMENT.

THE EDITOR AND PUBLISHER desires herewith to express its deep appreciation of the many messages of good cheer and kindly wishes which it has received from its readers all over the country the past week. It is always pleasant to feel that we are remembered by our friends at this time of year.

The Chicago Tribune is right. The so-called "Publicity Law" should be amended and "Paid Circulation" formulated in statute law. The act should be vigorously enforced by a department unafraid and fearless. In no other way can the desired results be so advantageously and authoritatively secured.

The War Office of Great Britain, following the example of the United States, will employ newspaper advertising to obtain recruits for the military service, of whom 40,000 are required every year. At the start the campaign is to be confined to the London halfpenny and a few Sunday and weekly publications. Whole pages will be used, in which the advantages of army life will be described. If these prove productive the provincial press will then be used. Hedley F. Le Bas, governing director of the Caxton Publishing Co., will have charge of the campaign. As the United States has found advertising the greatest and therefore the best means of securing recruits for both the army and navy, there is no doubt as to the success of the English campaign.

The possibilities of amassing great wealth in the mail order business is indicated by the size of the fortune, \$5,000,000, left by Montgomery Ward, the Chicago mail order magnate, who died recently. Mr. Ward started in life as a poor boy and won his way to success through hard work and advertising. In fact Mr. Ward himself admitted during his lifetime that it would be utterly impossible to do a business of \$60,000,000 a year, which represented the receipts of his company, without its aid.

The Fort Worth Star-Telegram, of which Amon G. Carter is vice-president and general manager, sent THE EDITOR AND PUBLISHER and some of its other friends in New York, two generous sized specimens of condensed good cheer as an evidence of its kindly feeling to us and to all men during the holiday season. Those of us who attended the great Ad Club Convention in Dallas last year recall the visit made by the delegates to Fort Worth and the royal way in which we were entertained by its enterprising citizens. The newspaper men of the city were as lively and lovable a bunch of good fellows as we found anywhere in the Lone Star State. Mr. Carter, of the Star-Telegram, bossed the entire entertainment at Fort Worth in such a competent and satisfactory manner that the delegates wanted to elect him as their next president right then and there. The Star-Telegram is making great progress under Mr. Carter's administration, and has already become one of the strongest Southwest papers.

It is a matter of considerable gratification to British journalists to note among those men who were honored by King George on New Year's Day appeared the names of Harold Harmsworth, younger brother of Lord Northcliffe, who was made a baron, and Owen Seaman, editor of Punch, who was made a knight. Both of these editors have won distinction in the field of journalism, and both are held in high esteem by the public they serve.

PERSONALS.

Victor F. Lawson, publisher of the Chicago Daily News and a director of the Associated Press, arrives in New York to-day after an extended trip abroad.

Dr. and Mrs. St. Clair McKelway were the guests over the new year of Governor and Mrs. Marin H. Glynn at the Executive Mansion, Albany, N. Y. Dr. McKelway is the editor of the Brooklyn Eagle, and Governor Glynn, owner and editor of the Albany Times-Union.

W. P. Leach, vice-president and general manager of Dan R. Hanna's Cleveland Leader and Evening News, is in Europe on account of the illness of a relative and will not return to Cleveland until about the first of February.

John Norris, formerly chairman of the committee on paper of the A. N. P. A., has just returned from a trip to Europe, where he went for his health after the tariff bill had been signed and his five years' efforts in behalf of a lower price for news print paper were crowned with success.

Leslie Bayliss, editor of the Charleston (W. Va.) Gazette, who recently underwent a serious operation, is steadily gaining strength and will soon discard the role of invalid.

W. C. Denning, editor and publisher of the Wyoming Tribune at Cheyenne, whose friends have been booming him for the Republican nomination for Governor of that State, announced this week that he would not be a candidate.

Paul Patterson, formerly managing editor of the Evening Sun, Baltimore, Md., has been appointed business manager.

Henry Edward Warner, founder of the American Press Humorists' Association, who has been for some time the Sunday editor of the Baltimore (Md.) Sun, has been placed in charge of the circulation department of that newspaper.

G. A. Murphy, formerly general manager of the Grand Rapids News, who has been editor and manager of the Middletown (O.) Journal the past year, has resigned.

F. H. Ward, formerly of the Canadian Rubber Co., has been appointed vice-president and general manager of the Montreal Herald Co. and has assumed full charge of the plant.

Joseph Lomax, formerly owner of the Kalamazoo (Mich.) Gazette, has just passed his 103d year. He is the oldest living ex-editor, ex-railroad president and attorney in the United States.

Edward F. Cahill, formerly a special writer for the San Francisco Post and the Morning Call, has become editor of the San Francisco News Letter. Mr. Cahill is an old-time newspaper man, and has held many positions on newspapers in California cities.

Bennett Burleigh, the well-known English war correspondent, has retired from active service. He fought as a youngster on the Confederate side in the American Civil War, and twice was sentenced to be shot by the Federals in the course of the campaign. Burleigh has seen active service during something like half a century.

Robert E. MacAlarney, professor in the Pulitzer School of Journalism at Columbia University, contributed to last Sunday's magazine of the Pittsburgh Post a splendid and unusual Christmas story entitled "Taps from the Topaz Table."

Ethelbert Baier has severed his connection as editor of the Mount Pleasant (S. C.) State Gazette.

D. M. Houser, of the St. Louis Globe-Democrat Co., has been confined to his home for some months by illness.

J. H. Eddy, who has been the London correspondent of the Hearst newspapers for the past three years, is now in New York on a vacation.

Homer E. Dunn, who for many years was foreman of the composing room of ex-Senator Patterson's Rocky Mountain News and for the past two years filled a similar position on the New Orleans Item, on Jan. 1 became foreman of William R. Hearst's Boston American.

A. A. MacIntosh has been appointed associate editor of the new morning issue of the London (Ont.) Advertiser. He resigned Saturday from the staff of the Toronto Globe, of which paper he has been city editor for the past three years. Members of the Globe staff presented Mr. MacIntosh with a gold watch, suitably engraved, as a memento of their high regard and personal affection.

Robert B. McClean, circulation manager of the Pittsburgh (Pa.) Post and Sun, has been appointed circulation manager of the New York Evening Post, effective Jan. 1.

George W. Reab, for the past twenty years with the Augusta (Ga.) Herald's editorial staff, has resigned to join the forces of the Athens (Ga.) Herald. He was formerly with the Augusta Chronicle and the Atlanta Journal.

Carl White, assistant city editor of the Waco (Tex.) Times-Herald, has resigned to become city editor of the Temple (Tex.) Telegram.

Willard Wright Huntington, editor of the Smart Set, will run the "Always in Good Humor" column of the New York Evening Mail, succeeding Franklin P. Adams, who has gone over to the Tribune. C. L. Edson, author of the "Arkansas Man on Broadway," a humor department in the Mail until a year ago, returns from Arkansas to assist Mr. Huntington.

Bozeman C. Bulger, of the New York World, and his family spent the Christmas holidays with Mrs. Bulger's mother at Dadeville, Ala. He has passed his tenth year with the World and was formerly a newspaper man in Birmingham, Ala.

Funeral of William W. Aulick.

The funeral of William W. Aulick, for years a New York newspaper man and general press representative for Liebler & Co., at the time of his death, Dec. 25, was held Sunday afternoon from his late residence, 479 Sanford avenue, Flushing, N. Y. The services were conducted by the Rev. Dr. Archibald M. Currie, of the First Presbyterian Church, Manhattan. Many of Mr. Aulick's former associates attended. The interment took place in the Flushing Cemetery.

Anatole France on Journalism.

M. Anatole France, in reply to the toast of his health, recently said: "I have been a journalist and am one still; I owe to journalism some of the qualities that you have exaggerated. Journalism taught me a great part of the art of writing. The two things most useful in writing are ease and simplicity. Journalism teaches those things so well that the style even of great writers like Chateaubriand gained from journalistic experience."

Adamson, New Fire Commissioner.

Robert Adamson received the appointment of Fire Commissioner at the hands of Mayor Mitchel Wednesday night. "Bob" was a well-known newspaper man before he got into politics. He was born in Georgia about forty-one years ago. He became a reporter when a young man and eventually reached the city desk of the Atlanta Constitution. While there he heard about Park Row and decided to come on. He got a job with the New York Evening Sun and

later went to the World, for which newspaper he chronicled City Hall affairs. Mayor Gaynor picked him as his secretary. He helped to organize the campaign for Mayor Gaynor's reelection, and when the Mayor died he turned his activities to good purpose for the fusion campaign committee. Mayor Kline retained Adamson as his secretary.

WEDDING BELLS.

Miss Effie L. West and Luther C. Phifer, cartoonist on the Worcester Telegram and formerly of New York, were married at Worcester Sunday by the Rev. Dr. Andrew D. Chalmers, of Plymouth Church. The bride is the daughter of Mr. and Mrs. Oliver H. West, of Duxbury, Mass.

Benjamin Foyer Glazer, a member of the editorial staff of the Philadelphia Press, and Miss Alice Warshauer Pulascki, were married Christmas Day at the residence of the Rev. Isaac Landman, of Congregation Keueseth Israel, Philadelphia.

Miss Florence I. Britt, of Catskill, N. Y., was married to F. Alan Craigie, of Rochester, N. Y., Dec. 25, at the home of the bride's parents, Mr. and Mrs. Charles M. Britt. Mr. Craigie was a former Catskill newspaper man and is now connected with a Rochester daily, nor of the canal zone.

WASHINGTON PERSONALS.

George Garner, formerly of the New York Press, is now associated with Norborne Robinson, of the Boston Globe bureau.

John B. Musgiller, formerly of Baltimore papers, is now on the copy desk of the Washington Post.

W. Sinkler Manning, of the New York Times, and Mrs. Manning announce the birth of a daughter.

George B. Laughlin, for many years the House representative of the International News Service, has joined the staff of the New York Herald, succeeding Donald A. Craig, who has been made resident manager of the Herald bureau here. Mr. Laughlin will continue to cover the proceedings of the House.

Bond P. Geddes, of the United Press, who was detained at his home with gripe, has returned to his desk.

Kirk L. Simpson, formerly of the San Francisco office of the Associated Press, has joined the staff of the A. P. here.

Earl Godwin, of the Washington Star, is spending part of the holiday season in New York.

Charles C. Hart, Washington correspondent of the Spokane Spokesman, Review and Chronicle, is being urged to run for Congress in the Fifth Washington district, a new district created by the last Legislature. Mr. Hart is a Republican.

W. D. Eddie Edenburn, who is known from the Atlantic to the Pacific in the automobile business, arrived in this city a few days ago from Indianapolis to accept the position of associate editor of the American Motorist, the official organ of the American Automobile Association.

W. D. Metcalf, of the Baltimore Sun bureau, is spending the holiday season with his parents at Panama. Mr. Metcalf is a son of Robt. L. Metcalf, Governor.

Frank Lamb, of the New York Tribune bureau, is with the Presidential party at Pass Christian, Miss.

Horace Epes, night editor of the Associated Press, spent a few days of the holiday season at his home in Norfolk, Va.

The superintendents of the Press Galleries of Congress closed their respective galleries on Dec. 24 for one week, allowing a much needed vacation for them. This was the first opportunity they have had to close the galleries since Dec. 1, 1912.

Paul C. Patterson, formerly of the Washington Herald and Times, will succeed Robert B. Vale as business manager of the Baltimore Sun and Evening Sun on Feb. 1.

\$25,000 CASH

in bank, which will be used as first payment on most attractive New England, New York or Pennsylvania newspaper property offered. Proposition I. R.

C. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

Advertisements under this classification will cost 1c. per Word; Display, 15c. per Agate Line.

THOROUGHLY EXPERIENCED advertising solicitor among General Advertising Agencies desires position with Special Agency or high-class daily newspaper. Address "A," care THE EDITOR AND PUBLISHER.

HELP WANTED

ADVERTISING MANAGER.

A man of ripe experience in handling advertising for an afternoon daily and weekly in an inland New England city. One familiar with all the details, soliciting, preparing copy, etc. A permanent position for the right man. Address, with references and full particulars, "D., 1149," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.

RICH & McLEAN, New York
51 Cliff St.

\$3,000 YEARLY BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. CLEMENT MOORE, Specialist, New Egypt, N. J.

I WRITE and edit your *Latin-American* page. Ten years with Latin peoples—legations, homes, cities, forests, from Rio Grande to Magellan. My articles now published monthly in four languages. WILLIAM A. REID, Ethelhurst, Washington, D. C.

BUSINESS OPPORTUNITY

In order to effect a quick sale, owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. HARRIS-DIBLE COMPANY, 71 West 23d Street, New York.

HIGH-GRADE NEWSPAPER PROPERTIES bought and sold. G. E. BARROWS, 141 Broadway, New York City.

ADVERTISING MEDIA

Chicago—New York—Philadelphia, for 20 years the coal trades' leading journal. Write for rates.

PUBLISHER'S NOTICE.

ADVERTISING RATES: Display, 15 cents per agate line; 25 per cent. discount on yearly contracts. Classified, 1 cent per word.

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 83 Park Row, The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.
Chicago—Morris Book Shop, 71 East Adams street.
Cleveland—Schroeder's News Store, Superior street, opposite Post Office.
Detroit—Solomon News Co., 69 Larned street, W.
San Francisco—R. J. Bidwell Co., 743 Market street.

Mr. O. H. BLACKMAN,
advertising expert,
recently said:

"The main fact we want to know is not the rate per line per thousand readers but the influence of the medium with its readers."

What paper in this country has the confidence of its readers to a greater degree than the

New York Tribune?

And its rates are **LOW,** quality and quantity considered.

NEWS VALUE OF ADS.

Interest of Women and Other Readers in Daily Record of Merchandizing an Important Factor in Developing Circulation.

By J. B. POWELL,
Instructor in Advertising, School of Journalism, University of Missouri.

"AN APOLOGY."

"We desire to apologize to our readers this week for the large space we have given to advertising and the comparatively small space devoted to news. We trust that next week we will be able to give our readers more news and print several articles we were forced to leave out this week."

This apology, printed at the top of a Missouri newspaper, a weekly newspaper, that came to our office this week, prompts me to say several things here about the average country newspaper man's lack of knowledge of the value of advertising in promoting and holding circulation.

Strange as it may seem, few publishers of small newspapers realize the circulation value of the advertising they carry in their newspapers. They seem to think that reading matter alone is all that is necessary to hold the subscribers to their various publications.

To disprove this idea right on the jump, I need but to mention the campaign of the Chicago Tribune, in which thousands of subscribers were added through its advertising campaign, in which "Read the Tribune because it carries more advertising than any other Chicago Newspaper" was the dominant idea.

EXPERIENCE IN ST. LOUIS.

Another example, perhaps even more striking, occurred a few years ago in St. Louis, when all the department stores boycotted the leading afternoon paper and went into a weaker contemporary. They were out of the strongest paper about a month, and in that time the weaker paper that was carrying the department store copy gained nearly 10,000 in circulation.

Advertising, or store news, in its vital relationship to present-day living problems, constitutes one of the strongest elements in the circulation of a newspaper. This element is so powerful that I believe it absolutely impossible for any newspaper to-day to live for any long period without advertising, even though its circulation price was high enough to carry the whole proposition.

Few country publishers realize the interest of their readers in the advertising they carry. I have known of a few cases where the publisher was the most surprised man in town when some ad he carried in his paper brought unusual results.

INTEREST OF WOMEN READERS.

The interest of readers, especially women readers in the advertising of their favorite newspaper, is so intense that it can be made the chief part of a solicitor's canvass in soliciting subscriptions. I have personally known of hundreds of subscribers being added to newspapers by solicitors emphasizing this very element. If the newspaper circulation solicitor will talk to his prospects on the problem of making the family income go as far as possible, it is not very difficult to show the housewife how she can, through the year, save the subscription price many times over by simply watching the bargains the newspaper carries each week.

Several instances have come to our attention here at the School of Journalism where the lack of certain lines of advertising has been a strong handicap in building circulation. One case is on file where the lack of theatrical advertising cost a daily dozens of subscriptions in a Missouri city of 20,000 population. Another case was where an advertising grocer refused to use but one of the newspapers in the town. His space consisted of daily quotations of food prices, and it was so interesting to women that the other papers in the town found it the chief stumbling block in building their circulations.

The importance of advertising in cir-

ulation building, has led many modern publishers of metropolitan dailies to closely inspect and censor the character of advertising they carry in their papers. More and more they are finding that people do not like the newspapers that carry advertised articles they will not permit in their homes. They have found that clean advertising is as important an element in promoting circulation as it is in promoting advertising.

When the country publisher learns these facts he will find that his circulation problem is largely solved. He will then pay closer attention to the character of advertising he permits in his paper. When he finds that advertising is news of far more vital interest than neighborhood gossip he will make sure that his local merchants improve the copy they are giving him.

A WESTERN PUBLICITY MAN.

Something About Fred S. Bynon, Who Will Advertise Salem.

Salem, Ore., which is ambitious to become one of the really, truly cities of the Pacific Coast, has recently reorganized its board of trade and its somewhat famous Illihee Club into a commercial club. At the head of this promotion department, with a salary sufficiently great to warrant the best of talent, has been placed Fred S. Bynon.

Bynon, while a California product, came to Oregon so long ago that he should have, by this time, webs on his feet and moss on his back, if there were any truth in the story that all Oregonians are so affected—which there isn't, of course.

He is a small man, with eyes that twinkle, and a modesty so intense that it is sometimes, very briefly, by total strangers, looked upon as hauteur. This results in an embarrassed pause, during which Bynon "sizes up" the stranger, and when, presently, the "sizing up" is completed—pop! the Bynon eyes begin to dance, and words—exactly the right words to suit the disposition of that particular stranger—flow trippingly from the Bynon tongue.

Bynon's methods are those of the steam tug, without the noise. He is a bundle of energy, clear of head, prolific of ideas, always responsive to the human contact, on the best of terms with everybody, and getting some work for the cause from each. Therein lies the secret of his success as a promoter of cities—and, incidentally, as a salesman and director of salesmen of real estate, for it was a lucrative real estate business that he gave up when the business men of Oregon's capital called him to his present place.

His plans for boosting Salem include the formation of a monster commercial body, composed not only of the business men of his town, but of the farmers in the territory contiguous thereto. Each member will name his own dues. The organization will support a farm expert, to whom the land owners, many of whom are working under disadvantageous conditions at present, may bring their problems and receive advice without charge. A uniformed company of boosters is another feature.

Bynon is a good advertiser. He has probably spent more money advertising his real estate business than any three of his competitors. His stationery, his cards, his signs are all distinctively individual, and he uses the newspapers continuously, dry season or wet, dull days or live. His advertising copy is all prepared by himself, usually with a man talking on either side, and from one to six endeavoring to attract his attention from the rear. Under other conditions he finds it difficult to prepare effective stuff.

He is ever on the lookout for the funny side, and is ever finding it. Once when occasion arose for him to make an after-dinner speech, he delivered it in a rich, Irish brogue, since when he has been called "the Mr. Dooley of Oregon," and has been in frequent demand to do it again.

R. J. BIDWELL CO.

Pacific Coast Representative

Of

Los Angeles Times
Portland Oregonian
Seattle Post-Intelligencer
Spokane Spokesman-Review
Portland Telegram

Chicago Tribune
Denver News
Salt Lake Herald-Republican

742 Market Street
SAN FRANCISCO

The Omaha Daily News 72,374
The World Herald - 56,311
The Bee - - - - 50,619

Sworn statements of circulation as required by Federal law for six months preceding Oct. 1, 1913. The Daily News lead reflects the confidence of its community. It has the largest circulation of any newspaper in the country in proportion to the population of its city and State.

"A Flat Rate and a Big Value."
C. D. BERTOLET, Manager,
1110 Boyce Bldg., Chicago.
A. K. HAMMOND, S. W. DUBOIS,
366 Fifth Ave., New York.
O. G. DAVIES,
306 Gumbel Bldg., Kansas City.

THE HERALD
HAS THE
LARGEST MORNING CIRCULATION
IN
WASHINGTON

C. T. BRAINERD, President.
Representatives:
J. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 601 Hartford Bldg.,
NEW YORK. CHICAGO.

The Seattle Times
STILL MAKING HISTORY

During 1912, the Times printed over 11,000,000 agate lines of total space, which was 3,284,000 lines more than its nearest competitor.

The foreign business amounted to 1,086,000 lines. Gain in foreign business was 238,000 agate lines over 1911.

During October, 1913, the Times carried 1,005,396 lines, leading the total of its two nearest competitors by 2,632 lines.

Present average circulation: Daily, 67,500; Sunday, 87,200 copies.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

THE NEW HAVEN Times-Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

JOTTINGS BY THE WAY

Dear old John Phin, who died at his home in Paterson, on Monday, at the ripe age of 85, was one of the most interesting men I have ever met. He was a scientist, a philosopher, a Shakespearean scholar of high rank and an author. I used to see him at the New York Press Club, where he occasionally went to greet his old friends. He was a good conversationalist and talked with the simplicity and directness of a teacher. During his long career he wrote many books—the New York Sun says 200—mostly works on scientific subjects. He was an indefatigable student of Shakespeare, his "Shakespearean Encyclopaedia" being held in high esteem by teachers and scholars.

Some idea of the range of his achievements as an author is indicated by the titles of some of the books he wrote: "The Seven Follies of Science," "Natural History of Hell," "Dictionary of Practical Agriculture," "Chemical History of the Six Days of Creation."

As the guest of G. Vicario, the able editor of L'Araldo Italiano, I had the pleasure recently of attending one of the luncheons of the Digitis Club at the Palma Restaurant, in Mulberry street. The membership of the club is composed of many of the leading business and professional men of the Italian colony. As the Digitis is a luncheon club, a long table is reserved at the Palma restaurant for its exclusive use. From 12:30 until 2:30 the members drop in and take their seats at the table, at the head of which sits the president, a popular journalist, and an orator whose fame has traveled far and wide where the Italian tongue is spoken. The president, be it known, is obliged to remain in the chair until the last member to arrive has finished his lunch and taken his departure.

Before the first course is served the president takes his gavel, and after striking two blows on the table passes

it to his neighbor on the left. He, in turn, strikes two blows and passes the gavel to the next member. This ceremony is repeated by each person in turn until the gavel has made the circuit of the table and arrives back to the president.

The Digitis Club gets its name from the custom of holding the index finger erect above the edge of the wine glass when a toast is drunk. He who neglects to do this is obliged to buy a bottle of wine. A member may bring his own wine or cigars to the table, but if he orders either one during the progress of the luncheon he must treat everybody at the table. The day I was at the club one of the members, who is an importer of wine, asked his associates to test a new brand of red wine, a dozen bottles of which were distributed along the table. As the wine had a good body and color and pleasing bouquet, the importer was complimented on his good taste in bringing it to America.

Another of the odd rules of the club is one that provides that the first pouring from a newly opened bottle of wine shall go to the president, and the second to the man who paid for it. The member into whose glass the last drops are poured must buy the next bottle.

The luncheon, which was admirably cooked and served, consisted of Italian and American dishes. The spaghetti was delicious, the cheese rich and ripe and the coffee fragrant and satisfying.

Many toasts were drunk to visiting guests who were mentioned by name. The president, whose oratorical gifts are unusual, was felicitous in his speeches, which were delivered in Italian. He quoted poetry and the sayings of famous men with an ease that comes only from long practice. His good humor was perhaps one of his most appealing characteristics. His smile was beatific and his enthusiasm contagious.

Down in Pearl street, near Maiden lane, is a Spanish restaurant kept by Hermida & Palos that appeals to the gastronomic taste. It is a quiet, unpretentious place, just far enough out of the way to escape the throngs of quick lunchers who sweep along the more popular thoroughfares. People who have time to eat and who appreciate the good things of the table find in this little restaurant dishes that delight the appetite and wines from sunny Spain that satisfy a discriminating taste. If you like Spanish dishes you will here find the appetizing kind. One that almost everybody likes is yellow rice with chicken, Valencia, or with clams or sausage. When a portion is brought to you at the table you wonder how you can possibly get away with it, it is so large, and yet before your appetite is satisfied the whole of it has disappeared. Table wine, imported, mind you, is sold at 10 cents for a drinking glass full. In quality it is far ahead of French table d'hote claret. You will find among those who patronize the restaurant quite a number of Spanish merchants, a few newspaper and magazine writers, and now and then an advertising man with a prospective client in tow.

FRANK LE ROY BLANCHARD.

Descends Into Vesuvius' Crater.

Frederick Burlingham, formerly a reporter on the Paris Herald, with three Italians, on Dec. 21, descended to the extreme bottom of the crater of Vesuvius, 1,212 feet, while the volcano was still active. The greatest depth heretofore reached by anybody was 1,200 feet, by Prof. Malladra. Mr. Burlingham carried a cinematograph machine on his back and took pictures of the crater's interior.

Perfectly Satisfied.

A large, slouchy colored man went shuffling down the road whistling like a lark. His clothes were ragged and his shoes were out at toes and heels, and he appeared to be in the depths of poverty for all his mirth. As he passed a prosperous-looking house a man stepped from the doorway and hailed him. "Hey, Jim! I got a job for you. Do you want to make a quarter?" "No, sah," said the ragged one. "I done got a quarter."—Everybody's Magazine.

Phillipsburg Daily Press Suspends.

The Phillipsburg (N. J.) Daily Press, the only daily paper in that city, suspended publication last Saturday. The publishing company was incorporated in September, 1911, and is capitalized at \$100,000.

James Ingham and Isaac Vannata, stockholders and creditors, have filed a bill in the Court of Chancery asking for the appointment of a receiver. It is alleged that company has liabilities aggregating \$46,551, and that its assets will not exceed \$28,074. Regarding the assets it is also set forth in the bill that \$14,337 should be deducted from the amount given on account of the press, linotypes, steel furniture and type.

Have You Seen the Proofs?

Newspaper Feature Service announced more than a month ago that it had organized THE STRONGEST GROUP OF NEWSPAPER FEATURES UNDER THE CONTROL OF A SELLING SYNDICATE. Sample proofs are now ready to substantiate this announcement. If you have not seen these proofs, and if you really want the strongest circulation-making asset available for daily and Sunday newspapers, communicate with

Newspaper Feature Service

M. KOENIGSBERG, Manager
41 Park Row New York City

HASBROOK, STORY & BROOKS

INCORPORATED
PUBLISHERS' REPRESENTATIVES

NEW YORK Fifth Avenue Building PHILADELPHIA Mutual Life Building CHICAGO People's Gas Building

Announce their appointment as Eastern Advertising Representatives for the

Harrisburg Telegraph

HARRISBURG, PA.

Effective January 1st, 1914

FARM JOURNAL WANTED

By party with \$50,000 or more for investment. Location not important if proposition is a good one.

American Newspaper Exchange

Rand-McNally Bldg., Chicago

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4800-4 Beckman

Big Bargain

One No. 3 and one No. 1 Linotype Machines. Also 40 fonts of Mats and 20 No. 3 Magazines. EDWARD GREENBAUM, 157 William St., New York. Telephone, Beckman 5430.

FOR SALE, 15 LINOTYPE MACHINES IN FIRST-CLASS CONDITION

The price is \$1,000 each. Every machine worth double that amount. Sale peremptory. Wire or write. H. D. CARBARY, Gen. Manager, Denver Publishing Co., Denver, Colo.

One Advertisement One Time In

The St. Louis Times

Produced 2,552 Written Replies

A Recent Children's Contest In

The St. Louis Times

Brought Over 7,000 Written Replies

Missouri's Big Result Producing Medium

PAUL BLOCK, Incorporated

Managers Foreign Advertising

250 Fifth Avenue NEW YORK CITY Mollers Bldg. CHICAGO, ILL. Tremont Bldg., BOSTON, MASS.

The Philadelphia German Daily Gazette

CARRIES MORE
Local and
General
ADVERTISING

than any other
German daily
published in
this country.

HOWARD C. STORY,
Publishers' Representative
NEW YORK: 806 Nassau-Beekman Bldg.
CHICAGO: PHILADELPHIA:
1100 Boyce Bldg. 924 Arch St.

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns. If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

CATHOLIC PRINTING CO.
Dubuque, Iowa

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Advertisers who have always used THE NEW YORK TRIBUNE because of its Quality Circulation well know that its Increase in Quantity involves no sacrifice of Character, and that its readers can be reached through no other paper.

THE NEW ORLEANS ITEM

As They Told It to Uncle Sam
3D U. S. P. O. STATEMENT

The New Orleans Item 53,901
The Daily States 32,532
The Times-Democrat 25,242
The Picayune 20,837
That's why The Item every week in the year carried more paid advertising of any and all kinds.

THE JOHN BUDD COMPANY,
Advertising Representatives
New York Chicago St. Louis

PRESS ASSOCIATIONS.

The North Dakota Press Association will hold its annual meeting at Bismarck, Jan. 16 and 17. President Williams, of the Bismarck City Commission, will welcome the visiting press members at the opening session. G. D. Colcord, of Minot, vice-president of the association, will respond. W. A. Shear, of Sentinel Butte, will discuss subscription rates, and J. A. Corbett, of Williston, will talk on the local advertising. Other speakers will be: Miss L. L. Satterlund, of Washburn; L. E. George, of Hillsboro; George P. Collins, of Carrington; A. A. Holland, of Hettinger; W. B. McLoughlin, of Kenmare, and C. M. Brinton, of Beach. Country correspondence, special editions, newspaper make-up, the newspaper in politics are some of the questions that will be considered. There will also be a business session.

At a meeting of the Montgomery (Ala.) Press Club last week President Wilson was elected an honorary member of the body. The meeting was presided over by Purnell Glass, vice-president of the club. Standing committees were appointed and the office of chaplain created. Brame Hood was elected to this office.

Suitable resolutions were drafted last week by the members of the Nashville (Tenn.) Press Club on the death of S. A. Cunningham, former president of the club, founder and publisher of the Confederate Veteran, and beloved citizen of Nashville. A committee was appointed and directed to send a copy of the resolutions to Mr. Cunningham's sister, and also to the magazine.

The Wilkes-Barre (Pa.) Press Club held its annual election of officers last week, with the following results: President, William R. Buckley, of the Evening News; vice-president, J. Bennett Smith; secretary, Isidor Coons, of the Evening News; trustees, Isaac E. Long, Harry L. Campbell and James J. Shanley, all of the Record; J. F. Forestall and F. C. Kirkendall, of the Times-Leader; librarian, John Sweeney; club attorney, P. F. O'Neill; musical director, Edmund Bevan. It was reported at the meeting that the Press Club is in excellent financial condition and that during the past few months its membership has been greatly increased. The annual pig roast was held on New Year's.

The Socialist Press Club of New York will hold a costume ball on Jan. 16. Prizes will be given for the most beautiful and original costumes. Half of the net proceeds will go to the New York Call.

The Little Rock (Ark.) Press Club, which was recently organized held its first luncheon last week. President John C. Small, editor of the Arkansas Farmer and Homestead, was in the chair. There were informal talks by a number of members. Among the most interesting reminiscences were those told by "Col." Dickson Brugman of his earlier day with Horace Greeley on the New York Tribune, and George D. Prentice, who spoke on his experiences in the fifties on the old Louisville Courier.

"Headlines," their relation to news, their mission in the newspaper and the principles on which they are built, was the subject of an informal talk delivered by George McQuaid, of the Dallas (Tex.) News, to a gathering of newspaper men in the quarters of the Dallas Press Club last week. The address was the second in a series of educational discussions which are to feature the activities of the press club during the winter months. The essential qualities of a good head, said Mr. McQuaid, are, first, that it tells a complete story; second, that it follows text with accuracy and faithfulness; third, that it be clear and forceful, containing action, and last, that it be couched in graceful language and be mechanically and rhetorically well-balanced.

BUILDING UP THE CIRCULATION.

Ike Swidler, circulation manager of the Washington Times, predicts that 1914 will be the biggest year in the history of his paper. He says he has gathered together a good organization; that during the past three months the Times has shown an average daily circulation gain of 11,045 over the same months of 1912. His people are all working together and have entered 1914 with a solid front, ready to accomplish big things. He explains that there is only one way to get circulation and that is by "building up a paper that people want; by adding the features which experience tells me they do want and by overlooking no bets in placing the paper before the people."

To a representative of THE EDITOR AND PUBLISHER Mr. Swidler said: "We are now engaged in constructing the best system in home delivery possessed by any paper and we are going ahead all the time. Recently we took over the circulation of the five Munsey magazines in the Washington territory, the Munsey, the Argosy, the All-Story, the Railroad and the Cavalier, since which time the circulation of these publications in the Washington territory has trebled."

A. R. R. Onyun has been appointed country circulator, having charge of promotion work and magazines. John H. Peters has been made city circulator and S. S. Phillips has charge of the office.

The Chicago Examiner uses for premium purposes only advertised articles. This is a new policy and it is working out in great shape.

The Cincinnati Post has cut off the return privilege and has raised its subscription price to mail subscribers in the country from \$2 to \$2.50.

CIRCULATION NOTES.

The El Paso (Texas) Times, on Christmas Eve, closed a Christmas subscription campaign that aroused much interest. The prizes, valued at \$8,000, consisted of a California bungalow, worth \$4,000; a \$775 Cecilian piano player, one Buick and one Hupmobile, and diamond rings and orders for merchandise. A number of new subscribers were gained.

The Anaconda Standard, Anaconda, Mont., is said to be the first newspaper in the Far West to inaugurate the gold coupon gift scheme, the newest circulation promotion stunt. The results obtained thus far are most satisfactory and the management stamps it as the best it has tried.

Chattanooga News Jobbers' Issue.

The Chattanooga News recently issued a jobbers and consumers' edition of forty-eight pages, tabloid size, in addition to fourteen regular pages. The advantages offered by Chattanooga were freely set forth as they have, perhaps, never been by any other newspaper. The issue is crowded with a wealth of portraiture and other illustrations. Certain of the pages are in two colors. The whole issue merits pronounced praise.

Set of Silver for Beddow.

The members of the circulation department staff of the Jackson (Fla.) Metropolis Journal, presented Frank P. Beddow, the circulation manager, with a silver service set as a Christmas gift. Mr. Beddow, who has been with the Metropolis five years, is very popular with his associates, and has made an excellent record for efficiency and hard work.

Examiner to Have a Fine Office.

The Chicago Examiner will spend \$25,000 in fitting up the first floor of the new Hearst Building as a business office. The furniture and fittings will be in solid mahogany. William Randolph Hearst is determined to make it the show business office of the country and no expense will be spared to include every facility.

THE PITTSBURG PRESS

Has the Largest
Daily and Sunday
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

THE EVENING MAIL has shown a consistent gain in lines of advertising printed for a period of more than six years—this in spite of a strict censorship of advertising not maintained by other newspapers.

The Evening Mail

203 Broadway New York

1913
A Year of Success

The New York Times

Circulation	
(No Returns or Unsold Papers.)	
1913, Dec. 31.....	254,524
1912, Dec. 31.....	237,603
Gain, 1913.....	16,921
Advertisements	
Columns.	
1913	31,081
1912	29,482
Gain, 1913	1,599

A PRODUCER OF RESULTS

The Pittsburgh Post

Fastest growing morning newspaper in its field.

Put it on your list.

CONE, LORENZEN & WOODMAN,
Foreign Advertising Representatives,
NEW YORK. KANSAS CITY. CHICAGO.

GET THE BEST ALWAYS

The Pittsburgh Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE, HORACE M. FORD,
Brunswick Bldg., People's Gas Bldg.,
New York Chicago
H. C. ROOK,
Real Estate Trust Bldg., Philadelphia.

THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION.
NET PAID
H. M. PINDELL, Proprietor.
CHARLES H. EDDY, Representative.
1 Madison Avenue, NEW YORK.

POLICE POWER IN ADS.

Richard H. Waldo Blames Advertising for High Cost of Living—Says It's Due to Low Efficiency—How Telling the Truth Strengthens Public Confidence and Helps Business.

In an address delivered before the Twenty-third Street Y. M. C. A. Class in Advertising, Richard H. Waldo discussed "The Police Power of Advertising," in which he advanced some original and striking ideas. He said:

"Have you ever considered, even for a moment what a vast power for policing commerce rests in the hands of advertising men? I know of no fit yardstick wherewith to measure its limits. Yet it is a power which, until very recently, has lain utterly dormant. Three are signs of a vast awakening, but as advertising men and women, and more especially as consumers, it behooves us to beat the tom-toms a bit. A little noise judiciously applied will frequently do much to drive the fog of sloth from lazy and indifferent eyes.

"I lay special emphasis on the importance to consumers of this awakening, for I hold that the high cost of living is due to the high cost of six hundred million of dollars spent annually in the United States for advertising. The high cost is, in turn, due to the low efficiency of advertising. That sounds dangerously like heresy, but, like many another heresy of to-day, it contains the accepted truth of tomorrow and all the days to come.

"When I say that there is a low efficiency of advertising, with an attendant high cost, I bear in mind the wonderful things that advertising has done. Not even our children's children would be using the comforts of luxury that are every-day matters with us were

there no power of advertising to make these lessons known and available. But I maintain, and without possibility of successful challenge, that it has cost us far, far more for our knowledge than we should have paid, and that excessive cost is due to excessive complication—competition—the excessive competition of the liar.

"Ask of every medium that presents a thing to be bought or a place to be patronized, this one question: Are the statements made to gain public attention really the truth? And if the answer is 'We don't know,' or 'That's for you to find out' then turn your thumbs down as ever did Vestal Virgin upon the craven seeking Succor. For I tell you that it is the sucker born at the rate of one a minute that is sought to-day by the many concerns who cannot or will not answer, and guarantee the answer to the question 'Is this advertisement true?'"

"Only a few years ago, I was told by magazine men what I am frequently told nowadays by newspaper men—You can't investigate every statement made in an advertisement. My reply is as it has long been—You are absolutely mistaken. Not only can it be investigated, but eventually it must be investigated—by the public, if not by the publisher. Therefore, since it is possible for each publisher to take the burden of investigation off the shoulders of his readers, be they numbered by the thousand or by the million, there seems small room to challenge the proposition that the responsibility should rest where it may most readily be exercised. Is not that self-evidently fair?"

"Every advertiser who seeks to use space in the publication with which I am connected must *prove*, 1st, that his product is a good one and 2d, that his statements made regarding it are true. Drastic work that, yet I am proud to say that the policy has been successful in the extreme, because of the wonderful support given to it by manufacturers and consumers alike. In a word, a theory has been worked out into a service, and the profits resulting are only equaled by the pleasure that is inseparable from the work.

"The work of the vigilance committees of the A. A. C. of A. is of a kind that is doing much to solve the problem of truth in advertising. Your own American Vigilance Association recently incorporated has undertaken a work of public welfare that should command your earnest and active support. By warning, rather than by prosecution, the Association will speedily bring about a condition where untruthful advertising will be rare in Boston papers generally, as it now is in the columns of the Christian Science Monitor.

"Our investigations have proved that 88 per cent. of business is done with absolute honesty. Then what of the other 12 per cent.? There's the nub of the whole thing. Get after that 12 per cent.—apply the police power of advertising to it, shut it out of the space field of every decent medium—news-papers, magazines, billboards, street cars—each and all the means that make advertising pay—and you strike at the very root of low efficiency in advertising and its attendant high cost of living. For it is that miserable 12 per cent. of dishonesty, call it carelessness in some cases—that affects the entire remaining 88 per cent. The tail does indeed wag the dog—the minority does indeed rule the majority, when public confidence in all advertising is touched and tainted by a pitiful few for their individual and private profit. How long will you permit this condition to exist?"

"Help along the solution of the high cost of living by doing what you can to increase the efficiency of advertising through greater confidence in advertising. Build this confidence by handling, as individuals, for report of publishers or your local vigilance committee every case of false, fraudulent or untrustworthy advertising that comes to your notice. By so doing you will serve yourself, the community and the men who own the mediums of advertising.

WHAT AD MEN SHOULD KNOW.

Technical Publicity Association Listens to Valuable Addresses.

The Technical Publicity Association at its December meeting, held at the Hotel Martinique, listened to some excellent addresses. Before the speakers of the evening were introduced, the following new members were elected:

Harry C. Bursley, advertising manager, Valentine & Co.; Howard W. Cissler, division advertising manager, New York Telephone Co.; L. H. Snyder, Joseph Dixon Crucible Co.

Vice-president Low, who presided, introduced Benjamin Nash, art director of the Frank Seaman Agency, as the first speaker, who in talking about art work in connection with advertising, said in part:

"Get some human interest in your illustrations. In fact, in your headlines too. Show pictures of situations or happenings with your product so there is visualized for the reader what you can do for him in a similar situation. Don't feel that you have used your expenditure for space to its fullest efficiency by showing only an inanimate illustration of your product.

"Build the illustration just as you would build a machine. Have each element absolutely correct. If it is an office scene, have every element in that office exactly as it would be in the office of the man to whom you are appealing. Get your type of man right. Don't use the stereotyped business man we see pictured so often. Your headline or basic idea certainly requests that a definite type of man be used. A method used in our art department for just such work is a loose leaf book in which are filed numerous portraits of both men and women, so in the assigning of work a definite type is selected which gives to the finished product a thoroughness that is not found in the dream of an artist who is more interested in his draughtsmanship than salesmanship. The man who is assigning this advertisement has some particular type of man in his mind; perhaps it is a business man, perhaps a machinist. A definite type of man is selected and that is given to the artist to draw from so that he does not come back with one of his artist's dreams.

"In the machine business, if you have something to sell, that machine is supposed to do something—show it doing that something, and in its right sequence down at the bottom of the machine."

Mr. Nash advocated the use of line drawings in technical paper advertising. F. A. Ringler, who has been called the father of electrotyps, was the next speaker.

He said that one great trouble in producing half-tones and electrotyps was that people do not give the manufacturer time enough to do first-class work. While abroad, Mr. Ringler visited many photo-engraving establishments. He came home with the firm conviction that the American method of half-tone engraving beats the world.

Oliver Bell, manager of Robert Stillson Co., told the advertising men what they ought to know from the printer's standpoint. He emphasized the importance of providing the proper kind of plates for the work in hand.

"It is absurd," he said, to suppose that the printer can bring out all the fine details of a drawing when a common six-cent zinc etching has been made of the subject—probably too small for the purpose at that. This is something that hits technical advertising men who have a great deal to do with mechanical line drawings. Line engravings are looked down upon usually as such commonplace affairs that they do not get the attention they deserve.

"If the only consideration in the entire job is one of getting the cost right down to the bone, buy cheap plates and let the printer run them on cheap paper. You will get what you are paying for.

A. J. Anderson, of the Electric Light Engraving Co., read a very valuable paper on photo engraving, in which he described the processes of manufacture.

It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the

Chicago Evening American

Get the best results.

THE **NEW YORK EVENING JOURNAL**

has the largest circulation of any newspaper in America.

The Circulation of **THE BOSTON AMERICAN** IS OVER **400,000** DAILY and SUNDAY **THE LARGEST IN NEW ENGLAND**

There's no question with local advertisers as to mediums of first choice in Dayton and Springfield—because

The News League Papers

are the best pullers, and all merchants know it.

Combination rate, 6 cents per line.

Home Office, DAYTON, OHIO
New York—La Costa & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

Detroit Saturday Night

is an established factor in the newspaper life of Detroit and Michigan. Its influence advances beyond the bounds of its home community, and in this larger influence there have come both to the readers of, and the advertisers in, **DETROIT SATURDAY NIGHT** a larger measure of personal profit.

Foreign Advertising Representatives
F. S. KELLY & CO. GEO. H. ALCORN
1216 Peoples Gas Bldg. Tribune Bldg.
CHICAGO NEW YORK

YOU MUST USE THE **LOS ANGELES EXAMINER** to cover the GREAT SOUTHWEST Sunday Circulation MORE THAN **135,000**

Paid Circulation is the circulation that pays advertisers

The Hartford Times.

HARTFORD, CONN.

Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands.

THE TIMES is a 3c. paper—and every seventh individual in Hartford buys it.

KELLY-SMITH CO., Representatives
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

An Authoritative Testimonial

"Experience has shown me that a business in Detroit can be successfully advertised in that paper (The Detroit News) alone."

—C. A. Brownell, Mgr. Detroit branch J. Walter Thompson Advertising Agency.

THE EVENING NEWS ASSOCIATION

Publishers of

The Detroit News—The Detroit Tribune

NEW YORK: Metropolitan Tower, I. A. KLEIN, Manager.
CHICAGO OFFICE: Peoples Gas Bldg., JOHN GLASS, Manager.

Twisted Proverbs No. 5.

Great hoax from little chestnuts grow.

Basing circulation on six months averages is like averaging the ship's speed for HALF the trip. A year's NET PAID circulation average is the only businesslike circulation basis.

In New York it's

The Globe

and Commercial Advertiser, N.Y.

MOTION PICTURE ADS.

Campaign of Baltimore News to Stimulate Interest in the Press as Means of Further Developing Film Business.

By FRANK D. WEBB,
Advertising Manager of Baltimore News.

One of the most interesting advertising developments which I have watched in the last two or three years, but not by any means the easiest, is the advertising of motion pictures. Here on the News we have carried more or less motion picture advertising for several years, but only began making a special feature of it about a year ago. From a business point of view the support which we planned seemed likely to stimulate the advertising. We proposed to make the News on the subject as clean as possible, and to eliminate the write-up feature as far as we could—a program to which we have adhered.

When we first developed this thought our idea was to give motion pictures about two columns of news on the out-set, but the minute the possibility of giving their business constructive publicity was mentioned to the motion picture people, the support came in so heavily for the plan that we had to give it a page instead.

VALUABLE CIRCULATION FEATURE.

At times the advertising has grown rather thin—as low as six or seven hundred lines in the dead of summer, but at least that much has been forthcoming regularly every week from some sixteen or seventeen houses, and the interest in the page from the readers of the paper has been so well sustained that it has proved to be one of the most valuable features from a circulation point of view which we now have in our Sunday issue.

So far, however, our advertising support has come almost entirely from the local exhibitors—people for the most part selling 5c. seats, since the majority of Baltimore houses are 5c. houses—and up to the time this is written we have found it next to impossible to get any worth while support from the manufacturers at all.

We have gone after them again and again with letters. We reproduced the article from EDITOR AND PUBLISHER a few weeks ago referring to the possibilities from film advertising, and sent it out to every film house in the country with the strongest letter we knew how to write in connection with it.

We have personally solicited every film manufacturer in the United States—not once, but many times—and during the motion picture convention in New York this past summer, we attacked the situation intensively.

We published a half-page advertisement appealing to the motion picture exhibitors in the New York Press; we had four different displays of framed exhibits of the Baltimore News at the Hotel Imperial—motion picture headquarters—and we had the most comprehensive newspaper exhibit at the convention itself in the Grand Central Palace. Our motion picture man spent four days in New York during that convention.

COMPREHENSIVE EXHIBITS.

Our exhibits at the Imperial brought out every phase of the possibilities of newspaper advertising in connection with special features of this sort, showing what had been done through the co-operation of news and advertising in the support of automobiles, churches, real estate, building, etc., etc., and laying particular stress on what we were doing for the motion picture interests.

The film manufacturers for the most part take a rather peculiar view of the situation. In response to the letters sent out enclosing the reproduction of the EDITOR AND PUBLISHER clipping, we got quite a number of very courteous replies, most of them explaining in detail that they were doing a great deal of advertising already in the motion picture trade papers, and seeming to think that that took the place of newspaper advertising.

One big firm particularly called our attention to the fact that they spent their money in national publications, and

reach the whole United States, missing entirely the point that their advertising was directed to and reached practically the exhibitors only, and had no extensive point of contact whatever with the general consumer—a fact which I hastened to make clear to them.

SOME CAUSTIC REPLIES.

Another house, bearing one of the best known names, wrote back very caustically after my first letter on this subject to the film manufacturers many months ago, that they had no money to spend foolishly in this manner, that it would not pay them to advertise in daily newspapers, and that it would cost a fortune to attempt it.

That was in the early stages of our motion picture page. A month or so ago I at least got the satisfaction out of a letter from this same gentleman in this same firm noting the fact that we had rather a striking motion picture page, and kindly offering to supply me with news matter to use on it, four pages of which he enclosed in his letter.

The news matter was very striking advertising for his house, and in almost every line of it the name of his house or something about his players appeared. I fired it back promptly, pointing out that since he had taken the attitude some months earlier that there was no value whatever in that type of advertising for him I could not see how the publication of material of that sort free was going to be of benefit to him or warrant his going to the expense to prepare and send it to us.

I quoted him the advertising rates, and suggested the advisability of his paying for the space if the matter interested him enough to go to the trouble evidenced by his letter. To date I have had no reply on that subject, needless to say.

LOCAL CO-OPERATION.

While our results from the manufacturers as a whole have not been very encouraging, we are nevertheless not discouraged. I am strongly of the opinion that these manufacturers as a class sooner or later will wake up to the wonderful opportunities which newspapers present for still further developing their enormous field.

The thing which should appeal to manufacturers, it occurs to me, is co-operation with their local exhibitors. If manufacturers would spend some money or allow their exhibitors to do so in towns where the newspapers are taking any interest in this proposition and are co-operating to make it a success, they would put the business on a footing which it does not at present enjoy, and sooner or later the wide-awake firms among these motion-picture producers are going to realize this and get busy with it.

Some small indications of appreciation of this idea have come to us recently in the way of manufacturers paying part on special advertisements inserted by the local exhibitors.

The film producer is in exactly the same boat with the national manufacturer in other lines who advertises to stimulate consumer demand in territory with satisfactory distribution. Every film house in the country is well represented in Baltimore, for example, and sooner or later they are certain to appreciate the fact that through advertising they cannot only increase their profits, but put their business on a far higher basis.

Big Crowd at Mail Music Festival.

The crowd at the music festival of the Philharmonic Society under the auspices of the New York Evening Mail at Madison Square Garden week ago Sunday was so great that reserves were called to handle several thousand who tried to buy tickets after the box office had closed. About 12,500 persons were expected to attend the concert, but before it began nearly 16,000 had crowded their way in and the firemen had to order the box office to shut down. The lobby was still packed with people. Several women fainted in the crush. In all about 2,000 could not get in.

OBITUARY NOTES.

COLONEL ROBERT MORROW KELLY, managing editor of the Louisville (Ky.) Daily Commercial from 1870 to 1897, and prominent member of the Kentucky Bar, died at his home in Louisville Saturday. He was 77 years old and served throughout the Civil War. His death was believed to have been hastened by the recent death of his son, Lieut. Hugh Marsh Kelly, U. S. A., who was killed in an aeroplane accident in California.

S. A. CUNNINGHAM, author, journalist and publisher and since 1893 editor and proprietor of the Confederate Veteran, died Dec. 20 with hemorrhage of the nose at Nashville, Tenn. Mr. Cunningham was one of the best known journalists in the South. He had endeared himself to the Confederate Association, whom he had served for more than twenty years. His publication had a circulation of over 20,000. Mr. Cunningham saw a prolonged and gallant service in the Confederate Army.

BRADFORD MERRILL, JR., aged 30, son of Bradford Merrill, of the executive staff of the New York American, died of tuberculosis at Saranac Lake, N. Y., Dec. 26. Mr. Merrill was chairman of the Great Neck (L. I.) track team. He was graduated from Horace Mann School in 1902 and from Harvard in 1906. Mr. Merrill was connected with William R. Grace & Co. His mother died suddenly at Saranac Lake on Oct. 16 last.

The REV. I. J. MEADE, associate editor of the Universalist Leader, died suddenly in a store in Boston Dec. 29. Six weeks ago he was called to fill the pulpit of the First Universalist Church of Everett, Mass.

HARRY B. PHINNY, 56 years old, died at his home in Park Hill, Yonkers, Dec. 26. Mr. Phinny began work in New York when he was 17 years old. He became a cotton broker and was admitted to the Cotton Exchange and the Produce Exchange. Later he became president of the Standard Fashion Co. and with Charles W. Morse and George

W. Wilder organized the Butterick Publishing Co., which absorbed the Standard Fashion Co. He also was secretary of the Federal Publishing Co.

JAMES M. GOULD, aged 69, editor of the Fireman's Standard, Boston, died of pneumonia last week at his home in Melrose, Mass. He became connected with the Fireman's Standard thirty-six years ago, and in recent years was its editor and publisher.

JOHN J. SIDNEY, for half a century publisher and proprietor of the Welland (Ont.) Tribune and People's Press, died in that city recently. He was 70 years old and was probably the oldest editor in Canada continuously in charge of one newspaper.

ALBERT L. BURR, said to have been the first publisher in the country to print inexpensive editions of standard authors, died Saturday at his home in Brooklyn. He was 72 years old. Mr. Burr established the book publishing firm of A. L. Burr & Co. in New York in 1885.

GEORGE H. S. PETERS, for a number of years connected with the Louisville Herald and later with the Times of that city, died last week after a lingering illness. He was 35 years old. During the past two years he was chief clerk of the Kentucky Senate.

Students Did All the Work.

The students of the East Technical High School of Cleveland, O., turned out a clever and artistic magazine in the Christmas number of the Scarab. The cover design, a night scene in winter, showing a country house, fir trees, bright moon, blue sky, and ground covered with snow, is by a boy student in the art department. The magazine is beautifully printed on fine paper, the articles, composition, press work and binding being done by the students. The magazine shows what pupils in a school can do under a competent instructor after a few months' practical study and work.

Modern Hoe Stereotype Foundry For Sale

As we are about to install a New Model Stereotype Foundry, consisting of two Semi-Autoplate machines, we offer for sale the following stereotyping apparatus but recently made by R. Hoe & Company of New York, which is in perfect working order:

1 HOE AUTOMATIC PLATE FINISHING MACHINE,

having the latest improvements.

2 HOE EQUIPOISE CASTING BOXES.

1 HOE DOUBLE FURNACE.

2 HOE PUMPS.

We also have for sale an emergency equipment consisting of a Tail Cutting Machine, a Shaving Machine, and a Finishing Block.

The foregoing machinery may be purchased as a whole or in part.

For further particulars and price apply to

THE HARTFORD TIMES

HARTFORD, CONN.

SECOND PATENT SUIT

Linotype vs. Intertype

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy.....	No. 586,337
J. R. Rogers.....	" 619,441
J. R. Rogers.....	" 630,112
D. A. Hensley.....	" 643,289
J. R. Rogers.....	" 661,386
C. Muehleisen.....	" 718,781
J. W. Champion.....	" 719,436
D. A. Poe and W. H. Scharf.....	" 734,746
J. L. Ebaugh.....	" 739,591
P. T. Dodge.....	" 739,996
J. K. Van Valkenburg.....	" 746,415
S. J. Briden.....	" 757,648
W. H. Randall.....	" 758,103

J. M. Cooney and H. L. Totten.....	No. 759,501
R. M. Bedell.....	" 787,821
P. T. Dodge.....	" 797,412
D. S. Kennedy.....	" 797,436
D. S. Kennedy.....	" 824,659
M. W. Morehouse.....	" 826,593
T. S. Homans.....	" 830,436
T. S. Homans.....	" 837,226
R. M. Bedell.....	" 848,338
T. S. Homans.....	" 888,402
J. R. Rogers.....	" 925,843
H. Plaut.....	" 955,681

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler.....No. 614,229	O. Mergenthaler.....No. 614,230
J. R. Rogers.....Reissue 13,489	

Mergenthaler Linotype Company

TRIBUNE BUILDING

NEW YORK

Notwithstanding statements to the contrary which are being circulated, the injunction suits of the Mergenthaler Linotype Company against the International Typesetting Machine Company are being pushed as vigorously and as rapidly as the law and the rules of court procedure will permit. There has been no delay of any kind on the part of the Mergenthaler Linotype Company.

BUREAU OF ADVERTISING.

Four Hundred Newspapers Are Co-operating in Carrying on the Work.

Bulletin No. 24, of the Bureau of Advertising of the A. N. P. A., dated Dec. 27, recites that:

"Hampered at the start by lack of funds the Bureau found it necessary to evolve a line of activity not only satisfactory to the newspapers that agreed to support it, but one that would prove sufficiently comprehensive to advertisers within the limits of its resources. The developments that led up to the adoption by the Bureau of its present line of activity are already well known.

"Briefly, it was demonstrated, after many conferences with advertisers and advertising agencies, that the Bureau's chief opportunity lay in doing something for national advertisers that no other advertising medium could do—something that advertisers needed above all else and something that the Bureau could essay with its limited resources and could develop on broader lines as its resources grew.

"Beginning actual work with the month of June, 1913, the Bureau spent the next few months in the preliminaries of organization—enthusing the publishers who were to support it—working out the details of its propaganda and meeting and adjusting scores of difficulties which only those who were participants will ever fully appreciate.

"Our propaganda of 'waking up the retailers' through the help of the newspaper and offering this effort as an inducement to general advertisers is working smoothly and successfully.

"The Bureau does not claim perfection for its local co-operation propaganda. Some publishers do not agree with us, but it is gratifying to say that the large majority of the publishers who are supporting the work are in accord with this plan; that advertisers, adver-

sing agents and special representatives with whom we are in consultation are virtually unanimous in their opinion that the newspapers of the United States and Canada have hit upon a final solution of the problem of how to develop more general advertising for the daily press.

"Subscribers to the Bureau are urged to continue their co-operative work vigorously throughout the New Year. In no case is a newspaper asked to assume any burdensome expense in carrying on this important function, and, considered in the light of the appreciation of advertisers and the increased business that it is bound to bring, it is doubtful if a better investment could be found.

"Nearly 400 newspapers are supporting the Bureau, and our gradually growing resources indicate that we will have the means during 1914 to pursue our work on a more comprehensive basis."

NEW INCORPORATIONS.

NEW YORK, N. Y.—The Modern Woman Publishing Co.; a general printing business; capital, \$100,000; incorporators: E. B. Clark, Knoxville, Pa.; G. C. Chambers, Crafton, Pa.; T. A. Sprague, Pittsburgh, Pa.

RICHMOND, Cal.—The Daily News Co.; capital, \$10,000; directors: Frank Lucas, C. H. Brown, C. J. Kenna, T. C. Conn, F. H. Eggerth, William M. Pennington and Richard Williams.

ROFF, Okla.—The Eagle Publishing Co.; capital stock, \$3,000; incorporated by William Felter, Clay W. Vaden and Percy Hunt.

LANCASTER, N. Y.—Western New York Post; publishing and printing; capital, \$10,000; Samuel Meyer, R. W. Farrington, E. M. Schugardt, incorporators.

OKLAHOMA CITY, Okla.—Jacksonian Publishing Co.; capital stock, \$10,000; incorporators: W. D. Cardwell, E. T. Bynum and J. I. Boyle.

EAST MOLINE, Ill.—The Record Printing Co.; capital, \$5,000; publishing of

daily or weekly newspaper; incorporators: George W. Dick, F. J. Gorman, John Kloppenborg, G. L. Rowe, Scott B. Evans, J. L. Greer.

RALEIGH, N. C.—Herald Publishing Co.; capital stock, \$5,000; incorporated by J. T. Chase, J. W. House and others.

HENDERSVILLE, N. C.—The Restor Publishing Co.; to print newspapers; capital, \$10,000; W. C. Restor, B. B. Jackson and others, incorporators.

GREAT LIST OF INJURED.

A certain reporter on the Sun was sent to cover the meeting of the directors of the New York, New Haven and Hartford Railroad Co., recently held at New Haven, where it was decided to pass the usual dividend, to the great dismay of the stockholders.

Finding that he would be detained over night, the reporter called up his wife on the telephone—and the following conversation ensued:

"I cannot be home to-night, my dear."

"Why, what is the matter, love?"

"I am detained by the New Haven and Hartford."

"Oh, my darling, were there many injured?"

"Yes, dear, about sixty thousand."

"Oh! oh, isn't that awful?"

Books on Salesmanship.

Salesmanship, whether spoken or written, is the keystone of every business success. Hence a knowledge of its principles is all important to the young man who takes up the work of selling goods, ideas, service or anything else. "The Knack of Selling," is the general title of six thin volumes published by System, of Chicago and New York. The titles of the individual volumes are as follows: "Mapping Out the Causes," "Managing the Interview," "How and When to Close," "Finding and Correcting Your Weak Points," "Getting in to See the Prospect," and "Acquiring the Art of Mixing." The books are chuck

full of just the right sort of stuff that will help a young man get started in the work of a salesman. They contain the results of men's experiences "On the Road." Any bright young man can get more good, helpful suggestions out of these books than from any other series we have seen in a long time.

AUTOMOBILE PROSPERITY.

Business in Better Condition Than Ever Before in Its History.

According to Jacob Nathan, who writes in the Detroit Saturday Night on "Industry and Optimism," "Optimism reigns in Detroit automobile manufacturing circles. The industry is in decidedly a cheerful mood, and it faces the New Year healthier and stronger than at any other period in its lifetime.

"The Detroit automobile manufacturing institutions employ more men today than ever before. They are also engaged in the production of a larger output than was planned in any other period in the history of the automobile industry.

"We have come to gauge the status of the automobile industry by the number of men employed in it. It would be more correct to judge it by the number of automobiles it produces in a given period. New methods of manufacture are constantly being evolved by which production may be increased without a corresponding increase in the number of workmen. There were perhaps more men employed per automobile produced a year ago than now. But they are producing more automobiles now with the reduced ratio of workmen.

"So when we find that both the production and the number of men employed increase in volume together, then we must conclude that the industry is in a very good way, indeed."

Have you sent your subscription?

A HELPFUL SERVICE BUREAU.

How the International Harvester Co. Extends Aid to Farmers.

We have received a communication from the International Harvester Company of America, whose head office is in Chicago, concerning its Service Bureau, in which it undertakes to remove the general impressions that the department was established for the purpose of securing free advertising from the newspapers. Edwin L. Barker, who has charge of the department, says in the letter:

"The object of the Service Bureau is not free advertising, or free anything. The Bureau grew out of two things—demand and desire. A demand on the part of the public for information, literature and agricultural help of various kinds. On the other hand, it was our wish to help along in the general educational work being done by the press, schools, colleges, commercial clubs, and other institutions. The demand for our service has grown so large that we have been forced to make a small charge for our books, lectures and slides. These charges help to cut out waste and to increase appreciation. We are not trying to make money out of this service; on the contrary, the work of the Bureau calls for a large appropriation every year."

One of the activities of the bureau is the publication of books, many of which are used as textbooks and supplementary reading in schools and colleges. They cover a variety of subjects and are sold at a nominal price. The most of them relate to agriculture. The titles of a few of them are as follows:

"The Story of Bread," "The Story of Twine," "For Better Crops in the South," "Harvest Scenes of the World," "Plans and Specifications" for all sorts of buildings, including farm houses, barns, power houses, hog houses, etc.; "Engine Operator's Guide," and "Creeds of Great Business Men."

In addition the bureau provides a series of illustrated lectures which are booked in lecture courses, schools, colleges, chautauquas, commercial clubs, teachers' institutes, farmers' institutes, etc. Two lecturers, two operators and two stereopticons and motion picture machines are employed. Another set of lectures, with about fifty color slides for each lecture, are provided for the use of clubs and other organizations. The titles of some of these are "The Development of Agriculture," "Dairying," "Engines and Tractors," "The Corn Crop," "Fertilization of the Soil." These lectures, with accompanying manuscript, are rented for \$1 to cover expenses for breakage and repairs. They are prepared, not with the idea of advertising the company's machines, but for educational purposes only.

Fine Display of Ads.

The Christmas edition of the Springfield (O.) Sun, of which Geo. S. Thurtle is general manager, contained eighty-four pages, sixty-seven of which were occupied by advertisements. One unusual feature was a section of sixteen pages entirely filled with half-page announcements of the smaller merchants of that enterprising city.

MOST LIKELY IT IS.

The office boy is pleasant now,
He always is, this season—
He's watching his subscription list.
Perhaps this is the reason.
—TOM W. JACKSON.

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending October 4, 1913

32,532 DAILY

Per P. O. Statement

Carrier circulation averages over 10,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

TIPS FOR THE AD MANAGER.

F. A. Gray Advertising Co., Dwight building, Kansas City, Mo., is placing 512 l. schedules with a selected list of papers in new sections of the country for the Barbo Mfg. Co., of Kansas City, Mo.

Hostetter Co., "Hostetter Bitters," 60 First street, Pittsburgh, Pa., is renewing a few contracts direct.

Walker-Longfellow Co., 4 Northampton street, Boston, Mass., it is reported, is handling the advertising account of the Aetna Life Insurance Co., Hartford Conn.

George Batten Co., Fourth Avenue building, is forwarding 7 in. 18 t. orders with a list of farm papers for the German Kali Works, 42 Broadway, New York City.

Gundlach Advertising Co., People's Gas building, Chicago, Ill., is making two-year contracts with a selected list of papers for the D. D. D. Co., 3845 E. Ravenswood Park, Chicago, Ill.

J. D. Bates Advertising Agency, 292 Main street, Springfield, Mass., is sending out orders to a selected list of papers for Barney & Berry, Inc., "Skates," 93 Broad street Springfield, Mass.

W. H. H. Hull & Co., Tribune building, New York City, is issuing orders to Pacific Coast papers for E. De Raimbouville, "Vichy Celestins," 220 Broadway, New York City. The Eastern and Western States advertising is handled by Earnshaw-Lent Co., 80 Maiden Lane, New York City.

Chas. H. Fuller Co., 623 S. Wabash avenue, Chicago, Ill., is again placing 6 in. 4 t. orders with large Sunday papers for Mark H. Jackson, 237 James street, Syracuse, N. Y.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are making contracts with papers that have poultry sections for Hess & Clark.

Wyckoff Advertising Co., New Marine Bank building, Buffalo, N. Y., is contracting orders with Canadian papers for the Aetna Appliance Co., 811 Walnut street, Kansas City, Mo.

Matos-Menz Advertising Co., Inc., Bulletin building, Philadelphia, Pa., is renewing copy on contracts for the Eckman Mfg. Co., Sixth and Market streets, of the same city.

J. Walter Thompson Co., 44 E. Twenty-third street, New York City, is making 1,000 l. contracts with Southern papers for the Anollinaris Agency Co., "Anollinaris," 503 Fifth avenue, New York City. It is also placing 2 t. orders with large-city papers for Hiram Walker & Sons, Ltd., "Canadian Club Whiskey," Walkersville, Ont.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is placing 56 l. 7 t. contracts with a selected list of papers for the Frontier Asthma Co.

Morse International Agency, Dodd-Mead building, New York City, is issuing 21 l. 13 t. and 7 l. 13 t. orders to a selected list of papers for J. I. Brown & Son.

Frank Presbrey Co., 456 Fourth avenue, New York City, is forwarding 98 l. x 3 columns 1 t. and 73 l. x 2 columns 2 t. orders with a selected list of papers for the Hotel Biltmore, New York City.

Earnshaw-Lent Co., 80 Maiden Lane, New York City, is making contracts for the Hunyadi Janos Co.

The Chappelow Advertising Agency, St. Louis, Mo., is sending out 3 in. 78 t. contracts to Texas papers for the "Three in One" Oil, New York.

Nelson Chesman & Co., 1127 Pine street, Chattanooga, Tenn., are handling 28 l. 5 t. orders with weekly papers for the Southern Feather & Pillow Co.

J. W. Morton, Jr., New York, is making contracts with eastern papers for Kops Bros.

DOUBLY REPRESENTED.

Why Advertising Interests of the San Francisco Call Are Well Handled.

The general advertising interests of the San Francisco Call are being very well cared for at present in the East and West by two firms of aggressive special agents, the Payne and Young organization, with offices at Chicago, New York and Boston, and the William J. Morton Co., with offices in Chicago and New York.

When the Post and Call were consolidated both firms had contracts that ran for some time, Payne & Young with the Post and W. J. Morton Co. with the old San Francisco Call and the new Evening Call.

B. B. Page, assistant publisher, on his recent trip through the East and West,

ROLL OF HONOR

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures, in some instances furnished by the publisher.

ARIZONA.	MONTANA.
GAZETTE—Av. Cir. Oct., 5963....Phoenix	MINERButte
CALIFORNIA.	NEBRASKA
ENTERPRISEChicago	FREIE PRESSE (Cir. 128,384)....Lincoln
TRIBUNELos Angeles	NEW JERSEY.
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	PRESSAsbury Park
INDEPENDENTSanta Barbara	JOURNALElizabeth
BULLETINSan Francisco	COURIER-NEWSPlainfield
RECORDStockton	NEW YORK.
Only newspaper in Stockton that will tell its circulation.	BUFFALO EVENING NEWS....Buffalo
GEORGIA.	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL(Cir.54989)Atlanta	EVENING MAIL.....New York
CONSTITUTIONAtlanta	STANDARD PRESS.....Troy
CHRONICLEAugusta	OHIO.
LEDGERColumbus	PLAIN DEALER.....Cleveland
ILLINOIS.	Circulation for Nov. 1913.
POLISH DAILY ZGODA.....Chicago	Daily118,873
SKANDINAVENChicago	Sunday146,852
HERALDJoliet	VINDICATORYoungstown
HERALD-TRANSCRIPTPeoria	PENNSYLVANIA.
JOURNALPeoria	TIMESChester
STAR (Circulation 21,589).....Peoria	DAILY DEMOCRAT.....Johnstown
INDIANA.	DISPATCHPittsburgh
THE AVE MARIA.....Notre Dame	PRESSPittsburgh
IOWA.	GERMAN GAZETTE.....Philadelphia
REGISTER & LEADER.....Des Moines	TIMES-LEADERWilkes-Barre
THE TIMES-JOURNAL.....Dubuque	GAZETTEYork
KANSAS	SOUTH CAROLINA.
CAPITALTopeka	DAILY MAIL.....Anderson
KENTUCKY.	THE STATE.....Columbia
COURIER-JOURNALLouisville	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)
TIMESLouisville	TENNESSEE.
LOUISIANA.	NEWS-SCIMITARMemphis
DAILY STATES.....New Orleans	BANNERNashville
ITEMNew Orleans	TEXAS.
TIMES-DEMOCRATNew Orleans	STAR-TELEGRAMFort Worth
MARYLAND.	Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
THE SUN.....Baltimore	CHRONICLEHouston
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	The Chronicle guarantees a circulation of 35- 000 daily and 42,000 Sunday. Increase in advertising rates effective January 1, 1913.
MICHIGAN.	WASHINGTON.
PATRIOT (No Monday Issue).....Jackson	POST-INTELLIGENCERSeattle
Average 1912: Daily 10,589; Sunday 11,629 Member American Newspaper Pub. Ass'n. Member "Gilt Edge" Newspapers	CANADA.
MINNESOTA.	BRITISH COLUMBIA.
TRIBUNE, Morn. & Eve.....Minneapolis	WORLDVancouver
MISSOURI.	ONTARIO.
POST-DISPATCHSt. Louis	FREE PRESS.....London
	QUEBEC.
	LA PATRIE.....Montreal
	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

prior to assuming charge of his new duties, spent practically all of his time in calling on general advertisers in company with representatives of both organizations and made a very favorable impression. The general advertiser was surprised to learn that the Evening Call had developed a circulation of over 100,000, and was carrying a splendid volume of retail store advertising.

MORE CHANGES IN INTEREST.
FLORENCE, S. D.—The Forum, a weekly publication, has been purchased by B. R. Cole, a well-known newspaper man of this State.
CHESTER, N. C.—The Lantern has been sold by its owner and editor, C. N. Wrenshall, to John E. Nunnery. The price paid was not made known. Mr. Wrenshall has edited and owned the Lantern for about two years.

AD FIELD PERSONALS.

Collin Armstrong, of Collin Armstrong, Inc., has been elected president of the Amherst Association of New York.

President William Woodhead, of the Associated Advertising Clubs of America, addressed the St. Louis Ad League Dec. 29. His speech resulted in the acquisition of a number of new members.

George W. Coleman, for two years president of the A. A. C. of A., has been nominated as Municipal League candidate for city councillor of Boston. His friends obtained 14,000 signatures to the nominating petition. The election takes place Jan. 16. Members of the Pilgrim Publicity Association are giving him their hearty support.

O. J. Gude, president of the O. J. Gude Co., of New York, who went abroad a few weeks ago to officially write foreign advertising clubs to send representatives to the convention of the Associated Advertising Clubs of America, at Toronto, in June, has returned home. Mr. Gude reports that a strong delegation will be sent over from England. Mr. Gude was accompanied by J. P. Gilroy, of his office.

Elmer M. Hill has resigned from the staff of the Buffalo (N. Y.) Courier and Enquirer to become Western New York representative of the Mercantile and Financial Times, New York, succeeding W. George Bucher, Jr.

W. C. Chevis, editor of the Country Review at Baton Rouge, La., has been appointed manager of the Southwestern Louisiana Development Bureau, with headquarters at Lafayette. Mr. Chevis has been engaged in journalism in various capacities for twenty-five years. He assumed charge of the development bureau Jan. 1.

Roy B. Simpson has resigned as advertising manager of the International Shoe Co., St. Louis, and on Jan. 16 will join the Fisher-Steinbruegge Advertising Co., of that city, as director of advertising and sales promotion. As a member of the Ad Men's League, Mr. Simpson has been active in advancing the interests of St. Louis. He originated the idea of an "advertising clinic," a meeting where advertisements are dissected and tested.

L. A. Gillette, for the past three years with Printers' Ink, has joined the staff of the Century Co., publishers of the Century and St. Nicholas Magazine.

Cincinnati Post's Dividend.

The Cincinnati Post will pay its usual dividend, which nowadays has become an almost automatic proposition, despite the fact that seventeen of the largest local merchants, former advertisers in the Post, have not used any space in its columns since May and June. Those who pulled out last spring have returned to the fold at regular rates and are using good size copy. It is understood that they remained out because of the Post's editorial policy of conducting the paper "in the interests of the people."

Ad Men's Winter Golf Tournament.

The annual winter golf tournament of the advertising men, now known as the Winter Golf League of Advertising Interests, to be held at Pinehurst, N. C., during the week beginning Jan. 12, promises to be the most entertaining and unique of the long series of tournaments held by the league. Events for both men and women, both special and regular, will round out a full week. The prizes will be even more attractive than usual. President Joseph H. Appel, of John Wanamaker's, and Secretary Walter W. Manning, of the McClure publications, are bending every effort to the success of the affair, and the tournament promises to be the largest from a point of attendance ever given by the association.

TACOMA TRIBUNE BOOMS.

Frank S. Baker Accomplishes Wonders with the Paper in a Single Year.

A little over a year ago Frank S. Baker, son of Elbert H. Baker, publisher of the Cleveland Plain Dealer and president of the A. N. P. A., a former publisher of the Boston Traveller, purchased the Tacoma (Wash.) Tribune and assumed the active management of the paper. It was then an eight-page daily and a twenty-four-page Sunday, with a circulation of less than 9,000.

To a representative of the Editor and Publisher last week Mr. Baker stated that the circulation of the Sunday Tribune had increased to 17,000 and the daily circulation to over 15,000. The Tribune has grown from eight pages daily to over twelve and sometimes sixteen pages per day, with a fifty-two-page Sunday newspaper.

"We have also raised our advertising rate 60 per cent," said Mr. Baker, "and yet we have increased our advertising volume about 30 per cent. over last year. We are working out some of the ideas we found so successful in Cleveland. We have ambitious plans for the future, and expect to surpass all previous records in this field during the year of 1914.

"The Tribune covers a rich and growing territory in southwestern Washington, and is the fastest growing paper in the Pacific Northwest."

Changes in Representatives.

The Harrisburg (Pa.) Telegraph announces the appointment of Hasbrook, Story & Brooks as its Eastern advertising representatives beginning Jan. 1. The Telegraph will continue to be represented in Chicago as heretofore by Allen & Ward.

Hasbrook, Story & Brooks have also been appointed Eastern representatives of the Springfield (Mo.) Leader. This agency's list now comprises the Philadelphia Evening Telegraph, the Atlanta Constitution, Tri-Weekly Constitution, Rochester Evening Times, Springfield (Mo.) Leader, Joplin (Mo.) News-Herald, Hutchinson (Kan.) Gazette, and the Farmers' Oklahoma World, in the East. Their Western office represents the Philadelphia Record, Rochester Times, Joplin (Mo.) News-Herald, Hutchinson (Kan.) Gazette and the Farmers' Oklahoma World.

Ad Field Note.

The Arizona Gazette ran a double page advertisement on Christmas Eve and New Year's Eve containing reproductions of the signatures of over one hundred Phoenix firms and individuals, who wished the Gazette readers a Merry Christmas and a Happy New Year.

Bankrupt Agency Has 500 Creditors.

Schedules in bankruptcy of William F. Hamblin & Co., incorporated, advertising agents of 200 Fifth avenue, show liabilities of \$25,400 and assets of \$8,406, consisting of stock \$1,648, accounts \$6,225, office fixtures \$500 and cash in bank \$310. There are nearly 500 newspapers throughout the United States which are creditors.

Clyde Thompson Forms New Agency.

Clyde S. Thompson, who for the past two years has handled the advertising of the Diamond Rubber Co., has formed a new advertising agency, in Cleveland, O. The concern will be known as the Thompson-Carroll Co. Associated with Mr. Thompson are George A. Schneider, Charles F. Carroll, L. Z. Stone and Fred G. Tuerk. The office of the new company is in the Cleveland Leader-News Building.

The Springfield (O.) Publishing Co. has reduced its capital from \$100,000 to \$80,000.

The Howell (Ind.) Record, founded by Walter Hinch six months ago, has suspended publication.

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD**
Brunswick Bldg., New York
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY**
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.**
Brunswick Bldg., N.Y.; Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY**
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,**
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- HENKEL, F. W.**
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.**
601 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065
- LINDENSTEIN, S. G.**
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHROP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- O'FLAHERTY'S N. Y. SUBURB. LIST**
150 Nassau Street, New York
Tel. Beekman 3636
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PUNNAM & RANDALL,**
45 W. 34th St., New York
Tel. Murray Hill 1377
- STOCKWELL SPECIAL AGENCY**
286 Fifth Avenue, New York
People's Gas Bldg., Chicago
- VERREE & CONKLIN, Inc.**
225 Fifth Ave., New York
Tel. Madison Sq. 962

Advertising Agents

- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO**
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.**
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 3831
- HOWLAND, H. S., ADV. AGCY., Inc.**
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,**
General Advertising Agents,
Republic Building, Chicago.
- MEYEN, C., & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- ANKRUM ADVERTISING AGENCY**
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- GUENTHER-BRADFORD & CO.,**
Chicago, Ill.
- THE BEERS ADV. AGENCY**
Lat.-Am. Off., 37 Cuba St., Havana, Cuba
N. Y. Office, 1111 Flatiron Bldg.
- THE EXPORT ADV. AGENCY**
Specialists on Export Advertising
Chicago, Ill.

LIVE AD CLUB NEWS.

Where the article bearing the private brand of the retailer comes in competition with the nationally advertised article similar in quality and make-up, the privately branded article is sure to win out, Orville C. Moore told the Buffalo Ad Club last week, principally because of the tendency of most people to buy in the cheapest market. Price cutting by the retail dealers and ways and means by which the manufacturer can combat the lower-priced competition formed the center of a general talk among the ad-men.

An appeal by Mark Woodruff to the members of the Portland (Ore.) Ad Club to play the part of a "good fellow" and thus help to make some poor family happy on Christmas day, met with a generous response at the meeting last week. Colonel Robert A. Miller delivered an interesting talk on "The Art of the Artist." He urged all to maximize the art instinct. Cartoons drawn by O'Loughlin, of the Portland Evening Telegram; Reynolds, of the Oregonian, and Murphy, of the Journal, were much in evidence.

The Terre Haute (Ind.) Adscript Club held an interesting meeting last week, a feature of the evening's work being the adoption of a resolution endorsing the stand of the Terre Haute Tribune and other papers in turning down objectionable advertising. Each member of the club was given a cut and directed to write an appropriate ad. Isador Kornbloom was awarded the first prize and the consolation prize went to B. L. Viquesney. The remainder of the evening was spent in discussing the merits and demerits of the advertisements of two of Terre Haute's largest stores. Intense interest was shown by the members in the discussion.

The El Paso (Tex.) Ad Club at its meeting last week adopted the constitution and by-laws as submitted by Byron W. Orr, chairman of the rules committee. One of the most vital questions of advertising which is embodied in the rules is unprofitable and "fake" advertising schemes. The rules cover this matter in a thorough manner and a strong campaign is going to be waged against all unprofitable schemes. President Adams made a short address to the club.

“AS A PROFITABLE ADVERTISING MEDIUM

The New York World

IS WITHOUT A PEER”

This is the testimony of James T. Wetherald, the Boston Advertising Agent, who places the advertising of Chester Kent & Co., Vinol, Comfort Powder Company, Mellin's Food Company, Paxton Toilet Company, Lydia E. Pinkham's Vegetable Compound, and other large national advertisers, and who has used the advertising columns of THE WORLD for twenty-five years. Read this letter:

Newspaper
Magazine
and General
Advertising

James T. Wetherald

Advertising Agency

221 Columbus Avenue
Boston, Mass.

Telephone Address, 74 Tremont
Cable Address, "Roydor"

November twenty-fourth,
Nineteen hundred thirteen.

Mr. T. Y. Crafts,
"World"

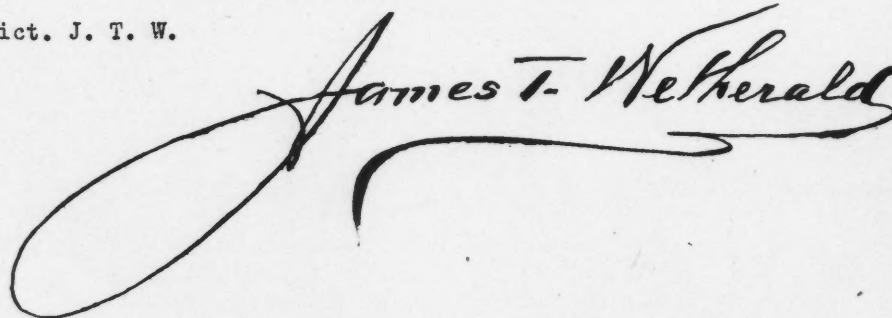
New York City.

Dear Sir:

It gives me pleasure to say, that for twenty-five years, continuously, I have used the advertising columns of the New York World for my clients, during which period I have used the leading newspapers both here and abroad, and results have shown that as a profitable advertising medium, the World is without a peer.

Yours very truly,

Dict. J. T. W.



Advertising In The World Is No Lottery

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